C7715-3 12/1/82

SEPTEMBER
1982

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS ®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	SEPTEMBER		% '82 VS '81	% IND	
	1982	1981		1982	1981
A.M.C.	11594	16137	71.85	1.06	2.12
(Alliance)	2710	-	-	.43	-
(Concord)	5172	9511	54.38	.83	1.25
(Eagle)	2607	3036	85.87	.42	.40
CHRYSLER	14918	5074	293.97	2.39	.67
(Le Baron)	7183	2725	263.60	1.15	.36
DODGE	23011	36186	63.59	3.68	4.74
(Diplomat)	1623	1840	88.21	.26	.24
(Colt)	4559	4696	97.08	.73	.62
(Challenger)	1292	1361	94.93	.21	.18
(Omni)	5440	9810	55.45	.87	1.28
(Aries)	6979	17564	39.73	1.11	2.29
(Dodge 400)	2462	-	-	.39	-
(Dodge 600)	125	-	-	.02	-
PLYMOUTH	22720	30881	58.43	3.64	5.10
(Champ/Colt)	4891	4628	105.73	.78	.61
(Sapporo)	1322	1540	85.84	.21	.20
(Horizon)	5592	10174	54.96	.90	1.33
(Reliant)	9910	22310	44.40	1.59	2.93
(Gran Fury)	1005	223	450.67	.16	.03
CHRYSLER CORP.	60647	80141	75.68	9.71	10.51
FORD	67403	85394	78.93	10.79	11.20
(Escort)	26605	26035	102.19	4.26	3.42
(Fairmont)	11634	20651	56.34	1.86	2.71
(Tempo)	1	-	-	-	-
(Granada)	6260	10079	62.11	1.00	1.32
(LTD)	9887	8657	114.21	1.58	1.13
(Mustang)	8160	11966	68.19	1.31	1.57
(T'Bird)	4856	6966	69.71	.78	.91
LINCOLN	6747	5043	133.79	1.08	.66
(Mark VI)	2028	2411	84.11	.32	.31
MERCURY	25108	29231	85.89	4.02	3.83
(Zephyr)	3808	4570	83.28	.61	.60
(Topaz)	-	-	-	-	-
(Cougar)	4725	7308	64.66	.76	.96
(Capri)	2178	4157	52.35	.35	.54
(Lynx)	9075	8429	107.66	1.45	1.11
LINC/MERC. DIV.	31853	34274	92.94	5.10	4.49
FORD MOTOR CO.	99256	119668	82.94	15.89	15.69
BUICK	58318	86571	67.60	9.34	8.73
(Skyhawk)	5511	-	-	.88	-
(Skylark)	10363	17844	58.08	1.66	2.34
(Century)	9118	6	-	1.46	-
(Regal)	17152	31473	54.50	2.75	4.13
(Riviera)	2745	4325	63.47	.44	.57
CADILLAC	18073	20407	88.56	2.89	2.68
(Cimarron)	991	2480	40.28	.16	.32
(Eldorado)	3964	4788	82.79	.63	.63
(Seville)	1833	1578	116.16	.29	.21
CHEVROLET	95433	133798	71.33	15.27	17.53
(Chevette)	22338	33210	67.27	3.57	4.35
(Celebrity)	8783	-	-	1.41	-
(Cavalier)	10571	14824	71.31	1.69	1.94
(Camaro)	13190	8719	151.28	2.11	1.14
(Citation)	12443	24030	51.78	1.99	3.15
(Malibu)	8468	18445	39.33	1.04	2.18
(Corvette)	1459	2682	54.40	.23	.35
(Monte Carlo)	5949	15204	39.13	.95	1.99
OLDSMOBILE	50966	73412	81.69	9.60	9.62
(Omega)	5671	10841	52.31	.91	1.42
(Firenza)	3252	-	-	.52	-
(Cutlass Ciera)	10109	15	-	1.62	-
(Cutlass)	18410	38397	47.95	2.95	5.03
(Toronado)	2153	3418	63.03	.34	.45
PONTIAC	35723	55753	64.07	5.72	7.31
(1000)	4364	8639	50.52	.70	1.13
(2000)	6040	9556	63.21	.97	1.26
(6000)	5048	2	-	.81	-
(Phoenix)	3109	6379	48.74	.50	.84
(Lemans)	5084	6036	84.23	.81	.79
(Firebird)	7012	4531	154.76	1.12	.59
GEN. MTRS. CORP.	287513	349939	76.45	42.82	45.87
Misc. Domestic	186	528	35.23	.03	.07
Other Import	185444	196379	94.43	29.69	25.74
U. S. TOTAL	624640	782798	81.89		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '82 VS '81	% IND		YEAR END
	1982	1981		1982	1981	1981
A.M.C.	67812	104921	64.63	1.20	1.60	133455
(Alliance)	2718	-	-	.05	-	-
(Concord)	25168	48165	54.52	.44	.71	98203
(Eagle)	25875	30352	85.25	.46	.46	41410
CHRYSLER	120743	69011	174.96	2.13	1.05	92105
(Le Baron)	64594	34915	185.00	1.14	.53	46960
DODGE	210177	285398	78.45	3.80	4.35	368048
(Diplomat)	18403	27088	67.94	.33	.41	31514
(Colt)	28595	32464	88.08	.51	.49	43522
(Challenger)	10875	9619	113.06	.19	.15	12702
(Omni)	58699	88058	65.88	1.00	1.31	110209
(Aries)	78857	118329	66.64	1.40	1.81	152583
(Dodge 400)	19314	-	-	.34	-	2043
(Dodge 600)	125	-	-	-	-	-
PLYMOUTH	217738	309786	70.51	3.85	4.78	391445
(Champ/Colt)	27714	32025	86.54	.49	.49	42522
(Sapporo)	8788	10255	85.68	.16	.16	13232
(Horizon)	81084	105929	57.67	1.08	1.61	139106
(Reliant)	107118	154027	69.54	1.89	2.34	197516
(Gran Fury)	13048	8550	199.08	.23	.10	8068
CHRYSLER CORP.	556656	663193	83.94	9.84	10.10	851598
FORD	659392	795757	82.88	11.66	12.12	1008430
(Escort)	278965	259697	107.41	4.94	3.94	337857
(Fairmont)	94739	153691	61.64	1.67	2.34	189338
(Tempo)	-	-	-	-	-	-
(Granada)	81512	78049	105.93	1.44	1.17	104752
(LTD)	87353	95347	102.35	1.54	1.30	108141
(Mustang)	83598	121313	68.90	1.48	1.85	153211
(T'Bird)	33232	55780	59.58	.59	.85	69083
LINCOLN	57654	44711	128.95	1.02	.68	81775
(Mark VI)	17753	22928	77.43	.31	.35	29285
MERCURY	233598	262646	88.94	4.13	4.00	340088
(Zephyr)	30252	44268	68.34	.53	.67	53678
(Topaz)	-	-	-	-	-	-
(Cougar)	48393	55607	87.03	.86	.85	74378
(Capri)	21118	38529	54.81	.37	.58	47553
(Lynx)	82427	84584	97.47	1.46	1.29	110982
LINC/MERC. DIV.	291244	307357	94.76	5.15	4.68	402843
FORD MOTOR CO.	950636	1103114	86.18	16.81	16.80	1411073
BUICK	508264	548168	92.72	8.99	8.35	718304
(Skyhawk)	29114	-	-	.51	-	-
(Skylark)	108703	153573	70.78	1.92	2.34	200350
(Century)	82822	8	-	1.11	-	1812
(Regal)	182163	261085	82.11	2.88	3.98	332058
(Riviera)	29690	34751	85.43	.52	.53	47221
CADILLAC	184775	159290	103.44	2.91	2.43	224458
(Cimarron)	9064	6384	141.98	.16	.10	13406
(Eldorado)	38538	37800	101.95	.68	.57	53233
(Seville)	15148	18921	89.52	.27	.28	23054
CHEVROLET	897348	1130515	79.38	15.86	17.22	1437091
(Chevette)	173764	290284	59.88	3.07	4.41	347488
(Celebrity)	50760	-	-	1.07	-	935
(Cavalier)	83588	38113	231.45	1.48	.55	72138
(Camaro)	129068	82559	156.32	2.28	1.26	93708
(Citation)	139973	235405	59.48	2.47	3.59	302301
(Malibu)	80737	168623	47.88	1.43	2.57	209522
(Corvette)	18290	24207	87.29	.25	.37	29637
(Monte Carlo)	70618	124435	56.75	1.25	1.90	159863
OLDSMOBILE	553363	642102	86.18	9.78	9.78	830892
(Omega)	54251	84723	64.03	.96	1.29	109189
(Firenza)	17472	-	-	.31	-	-
(Cutlass Ciera)	71014	15	-	1.26	-	2007
(Cutlass)	202905	353849	57.36	3.58	5.39	449133
(Toronado)	22819	27770	81.45	.40	.42	36861
PONTIAC	336713	431215	78.08	5.95	6.57	546936
(1000)	37135	38439	96.61	.65	.59	53365
(2000)	40248	27698	145.32	.71	.42	47450
(6000)	32279	2	-	.57	-	864
(Phoenix)	36436	65484	55.64	.64	.99	83299
(Lemans)	54270	56202	96.56	.96	.86	74190
(Firebird)	70968	45263	156.79	1.25	.69	51576
GEN. MTRS. CORP	2460963	2911290	84.51	43.48	44.35	3757681
Misc. Domestic	2011	2491	80.73	.04	.04	3528
Other Import	1610866	1779320	90.98	28.62	27.11	2286584
U. S. TOTAL	5656444	6564329	86.17			8443919

UNITED STATES SUMMARY

(*Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	SEPT	% IND	YEAR TO DATE		% '82	% IND	
	1982		1982	1981	VS '81	1982	1981
Dodge	16471	9.04	166176	125119	132.81	9.36	7.51
Plymouth	726	.40	7891	11790	66.93	.44	.71
Ford	54852	30.10	539431	542663	99.40	30.37	32.58
Chevrolet	51096	28.05	554094	496943	111.50	31.21	29.83
G.M.C.	14932	8.20	157124	121094	129.75	8.85	7.27
I.H.	4230	2.32	33713	47291	71.29	1.90	2.84
Jeep Truck	5279	2.90	44090	42911	102.75	2.48	2.58
Mack	1242	.68	11663	14297	81.58	.66	.86
Kenworth	534	.29	5404	7897	68.43	.30	.47
Peterbilt	437	.24	4173	4655	89.65	.23	.28
Daimler-Benz Corp.	704	.39	7441	9266	80.30	.42	.56
Volvo White	410	.23	3167	4706	67.30	.18	.28
Misc.	31267	17.16	241548	237044	101.90	13.60	14.23
U. S. Total	182180		1775915	1665676	106.62		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	109401	56756	19	-	-	-	-	-
(Dodge 1)	67561	39799	-	-	-	-	-	-
Plymouth *	4817	2874	-	-	-	-	-	-
Ford	185975	320478	-	-	-	9759	16306	6834
(Ford 2)	104894	121422	-	-	-	-	-	-
Chevrolet	298163	231701	13992	-	298	3892	5521	527
(Chev 3)	177147	79453	-	-	-	-	-	-
G.M.C.	63720	71398	739	-	878	3356	10613	6420
(G.M.C. 4)	31275	21316	-	-	-	-	-	-
I.H.	-	-	-	-	-	12173	8643	12597
Jeep Truck	28578	17514	-	-	-	-	-	-
(Jeep 5)	26578	13341	-	-	-	-	-	-
Mack	-	-	-	-	-	1539	458	9688
Kenworth	-	-	-	-	-	-	-	5404
Peterbilt	-	-	-	-	-	-	-	4173
Daimler-Benz Corp.	-	-	-	-	-	1504	737	5200
Volvo White	-	-	-	-	-	-	338	2829
Misc.	23541	4931	-	7	9	-	122	1061
Total	924170	705752	14750	7	1185	32222	43118	54711
1981 Total	834585	659449	8448	11	1448	40465	50818	69460
1982 vs '81	110.73	107.02	150.18	63.64	81.95	79.63	84.85	78.77

UNITED STATES SUMMARY

(Mexo Total)-To be included in GVW 1,2 & 3

1 Includes Vans, Rescharger, Rex 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10, and Vans

* Plymouth Includes Trail Duster and Arrow

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are not available

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1982		YEAR TO DATE 1981	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt Hatchback	28595	.51	32484	.49
Plymouth Champ/Colt	27714	.49	32025	.49
Others	22365	.40	51952	.79
Total Domestic Sponsored Imports	78674	1.39	116441	1.77
OTHER IMPORTS				
Nissan	341283	6.03	348356	5.28
Honda	276569	4.89	289784	4.41
Mazda	116255	2.06	133765	2.04
Mercedes-Benz	47432	.84	44217	.67
Subaru	102703	1.82	107838	1.64
Toyota	401589	7.10	454817	6.93
Volkswagon	111551	1.97	178771	2.72
Volvo	57412	1.01	49336	.75
Others	164072	2.90	174436	2.66
Total Other Imports	1618866	28.62	1779320	27.11
GRAND TOTAL ALL IMPORT CARS	1697540	30.01	1895761	28.88

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	17158	.97	52683	3.16
Dodge RAM 50	23237	1.31	20598	1.24
Ford Courier	22662	1.28	48831	2.92
Plymouth Arrow	4241	.24	7271	.44
Total Domestic Sponsored Imports	67298	3.79	129103	7.76
OTHER IMPORTS				
Nissan	89008	3.85	83984	5.04
Mazda	27058	1.52	11544	.69
Subaru	4228	.24	4598	.28
Toyota	105981	5.97	97255	5.84
Volkswagon	20404	1.15	31602	1.90
Others	13670	.77	8027	.36
Total Other Import Trucks	240349	13.53	235010	14.11
GRAND TOTAL ALL IMPORT TRUCKS	307647	17.32	364193	21.88

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	125264	7.05	-	-
DODGE RAMPAGE	12292	.69	-	-
FORD RANGER	67666	3.81	-	-
GMC S15	28821	1.91	-	-

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2636918
*1975	8261840	2397417
*1976	9751485	3016888
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.9-82

SEPTEMBER 1982 ISSUED 11/82

C7715-3 12/30/82

OCTOBER
1982

pocket summary

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COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	OCTOBER		% '82	% IND	
	1982	1981	VS '81	1982	1981
A.M.C.	11355	9649	117.68	1.73	1.47
(Alliance)	5274	-	-	.80	-
(Concord)	2228	4201	53.08	.34	.64
(Eagle)	2944	3279	89.81	.45	.50
CHRYSLER	16896	4946	341.61	2.58	.76
(Le Baron)	7369	2033	362.47	1.13	.31
DODGE	26074	27552	94.64	3.99	4.21
(Diplomat)	1613	1501	107.46	.25	.23
(Colt)	3193	3561	89.67	.49	.54
(Challenger)	935	1019	91.76	.14	.16
(Omni)	6426	8501	75.59	.98	1.30
(Aries)	9881	11870	83.24	1.51	1.82
(Dodge 400)	2551	225	-	.39	.03
(Dodge 600)	787	-	-	.12	-
PLYMOUTH	22816	29656	76.94	3.48	4.53
(Champ/Colt)	3221	3391	94.99	.49	.52
(Sapporo)	1194	1110	107.57	.18	.17
(Horizon)	6638	8789	75.53	1.01	1.34
(Reliant)	10909	15917	68.54	1.67	2.43
(Gran Fury)	954	449	190.20	.13	.07
CHRYSLER CORP.	65786	62154	105.84	10.05	9.50
FORD	69553	77007	89.02	10.47	11.77
(Escort)	26667	28088	94.94	4.07	4.28
(Fairmont)	9605	13717	70.02	1.47	2.10
(Tempo)	1	-	-	-	-
(Granada)	5219	9729	53.64	.80	1.49
(LTD)	11802	7754	152.21	1.80	1.19
(Mustang)	10900	12091	90.15	1.66	1.85
(T'Bird)	4359	5008	87.04	.67	.77
LINCOLN	9262	5215	177.60	1.41	.80
(Mark VI)	2431	2307	105.37	.37	.36
MERCURY	25330	27485	92.16	3.87	4.20
(Zephyr)	3280	3485	94.12	.50	.53
(Topaz)	-	-	-	-	-
(Cougar)	3972	6703	59.26	.61	1.02
(Capri)	2903	3515	82.59	.44	.54
(Lynx)	8432	9089	92.77	1.29	1.39
LINC/MERC. DIV.	34592	32700	105.79	5.28	5.00
FORD MOTOR CO.	103145	109707	94.02	15.75	16.77
BUICK	64778	59118	109.57	9.89	9.03
(Skyhawk)	4862	-	-	.74	-
(Skylark)	11001	14594	75.38	1.68	2.23
(Century)	8803	1	-	1.34	-
(Regal)	20218	26936	75.05	3.09	4.11
(Riviera)	4198	4333	96.88	.64	.66
CADILLAC	23288	22765	102.30	3.56	3.48
(Cimarron)	1081	2661	39.87	.16	.41
(Eldorado)	5366	5509	97.40	.82	.84
(Seville)	2467	2053	120.17	.38	.31
CHEVROLET	97372	108126	90.05	14.87	16.53
(Chevette)	17744	20595	86.16	2.71	3.15
(Celebrity)	10132	-	-	1.55	-
(Cavalier)	10245	13946	73.46	1.56	2.13
(Camaro)	12109	5147	235.26	1.85	.79
(Citation)	12828	19760	84.91	1.96	3.02
(Malibu)	7618	14832	51.38	1.16	2.27
(Corvette)	1561	2097	74.44	.24	.32
(Monte Carlo)	7584	13833	54.83	1.16	2.11
OLDSMOBILE	71372	66039	108.08	10.90	10.09
(Omega)	5441	8857	61.43	.83	1.35
(Firenza)	2851	-	-	.44	-
(Cutlass Ciera)	11695	-	-	1.79	-
(Cutlass)	24715	34923	70.77	3.77	5.34
(Toronado)	2957	3155	93.72	.45	.48
PONTIAC	36260	43569	83.22	5.54	6.66
(1000)	3569	5600	63.73	.55	.86
(2000)	5155	8192	62.93	.79	1.26
(6000)	5624	-	-	.86	-
(Phoenix)	3150	5200	60.58	.48	.79
(Lemans)	6066	5806	104.48	.93	.89
(Firebird)	6646	2711	245.15	1.01	.41
GEN. MTRS. CORP.	293070	299617	97.81	44.76	45.79
Misc. Domestic	172	385	44.68	.03	.06
Other Import	181278	172818	104.90	27.68	26.41
U. S. TOTAL	654808	654330	100.07		

UNITED STATES SUMMARY

©R. L. Polk & Co.

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '82	% IND		YEAR END
	1982	1981	VS '81	1982	1981	1981
A.M.C.	79167	114570	69.10	1.25	1.58	133455
(Alliance)	7904	-	-	.13	-	-
(Concord)	27397	50366	54.40	.43	.70	58203
(Eagle)	28819	33630	85.69	.45	.47	41410
CHRYSLER	137639	73957	186.11	2.18	1.02	92105
(Le Baron)	71963	36940	194.77	1.14	.51	46960
DODGE	244251	312948	78.05	3.87	4.34	368048
(Diplomat)	20016	28589	70.01	.32	.40	31514
(Colt)	31788	36025	88.24	.50	.50	43522
(Challenger)	11810	10638	111.02	.19	.15	12702
(Omni)	63125	94557	66.76	1.00	1.31	110209
(Aries)	88738	130199	68.16	1.40	1.80	152563
(Dodge 400)	21865	225	-	.35	-	2843
(Dodge 600)	892	-	-	.01	-	-
PLYMOUTH	240552	338442	71.08	3.81	4.69	391445
(Champ/Colt)	30935	35418	87.35	.49	.49	42522
(Sapporo)	9974	11365	87.78	.16	.16	13232
(Horizon)	67722	114718	59.03	1.07	1.59	130106
(Reliant)	118027	169944	69.45	1.87	2.35	197516
(Gran Fury)	13894	6999	198.51	.22	.10	8069
CHRYSLER CORP.	622445	725347	85.81	9.86	10.05	851598
FORD	727945	872784	83.41	11.54	12.09	1008430
(Escort)	305632	286785	106.57	4.85	3.97	337657
(Fairmont)	104344	167408	62.33	1.65	2.32	189330
(Tempo)	2	-	-	-	-	-
(Granada)	86731	86878	100.06	1.37	1.20	104752
(LTD)	99155	93101	106.50	1.57	1.29	108141
(Mustang)	94490	133404	70.83	1.50	1.85	153211
(T'Bird)	37591	60788	61.84	.60	.84	69083
LINCOLN	66918	49926	134.03	1.06	.69	81775
(Mark VI)	20184	25235	79.98	.32	.35	29265
MERCURY	258920	290131	89.24	4.10	4.02	340864
(Zephyr)	33932	47754	70.22	.53	.66	53676
(Topaz)	-	-	-	-	-	-
(Cougar)	52385	62310	84.04	.83	.86	74378
(Capri)	24019	42044	57.13	.38	.58	47553
(Lynx)	90855	93653	97.02	1.44	1.31	119868
LINC/MERC. DIV.	325838	340057	95.82	5.16	4.71	402643
FORD MOTOR CO.	1053781	1212821	86.89	16.70	16.80	1411073
BUICK	573042	607288	94.36	9.08	8.41	718304
(Skyhawk)	33978	-	-	.54	-	-
(Skylark)	119704	168167	71.19	1.90	2.33	200356
(Century)	71625	7	-	1.13	-	1812
(Regal)	182378	288021	63.32	2.89	3.99	332058
(Riviera)	33888	39088	86.70	.54	.54	47221
CADILLAC	188063	182055	103.30	2.98	2.52	224456
(Cimarron)	10125	9045	111.94	.16	.13	13406
(Eldorado)	43904	43309	101.37	.70	.60	53233
(Seville)	17815	18974	92.84	.28	.26	23054
CHEVROLET	994720	1238641	80.31	15.77	17.16	1437091
(Chevette)	191500	310079	61.80	3.04	4.32	347488
(Celebrity)	70892	-	-	1.12	-	935
(Cavalier)	93033	50059	187.44	1.49	.69	72138
(Camaro)	141169	87708	160.98	2.24	1.21	93708
(Citation)	152799	255185	59.88	2.42	3.53	302301
(Malibu)	98355	183455	48.10	1.40	2.54	209522
(Corvette)	17851	26304	87.04	.28	.36	29837
(Monte Carlo)	78202	138268	56.56	1.24	1.92	159863
OLDSMOBILE	624735	708141	88.22	9.90	9.81	830892
(Omega)	59692	93580	63.79	.95	1.30	109189
(Firenza)	20323	-	-	.32	-	-
(Cutlass Ciera)	82709	15	-	1.31	-	2007
(Cutlass)	227700	388772	58.57	3.60	5.38	449133
(Toronado)	25576	30925	82.70	.41	.43	36063
PONTIAC	372973	474704	78.56	5.91	6.58	546936
(1000)	40704	44038	92.43	.64	.61	53385
(2000)	45403	35898	126.51	.72	.50	47450
(6000)	37903	2	-	.60	-	884
(Phoenix)	39586	70684	56.00	.63	.98	83299
(Lemans)	60338	62010	97.30	.96	.86	74190
(Firebird)	77614	47974	161.78	1.23	.66	51576
GEN. MTRS. CORP.	2753533	3210907	85.76	43.64	44.48	3757681
Misc. Domestic	2183	2076	79.90	.03	.04	3528
Other Import	1000144	1952138	92.21	28.52	27.04	2286584
U. S. TOTAL	6311250	7210659	87.43			8443919

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	OCT	% IND	YEAR TO DATE		% '82 VS '81	% IND	
	1982		1982	1981		1982	1981
Dodge	16823	8.71	182999	136865	133.71	9.29	7.45
Plymouth	731	.38	8522	12684	67.98	.44	.69
Ford	54469	28.19	593900	596269	99.60	30.16	32.47
Chevrolet	57760	29.90	611862	543942	112.49	31.08	29.62
G.M.C.	15815	8.18	172939	133293	129.74	8.78	7.26
I.H.	4260	2.20	37973	52880	71.81	1.93	2.88
Jeep Truck	5562	2.88	49652	47886	103.69	2.52	2.61
Mack	979	.51	12642	15827	79.88	.64	.86
Kenworth	682	.35	6386	8766	89.27	.31	.48
Peterbilt	430	.22	4603	5250	87.68	.23	.29
Daimler-Benz Corp.	853	.44	8794	10258	80.85	.42	.56
Volvo White	586	.30	3753	5405	69.44	.19	.29
Misc.	34285	17.74	275933	266915	133.34	14.01	14.54
U. S. Total	193243		1969158	1835268	107.24		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVWS 33 & OVER
Dodge	120749	62230	20	-	-	-	-	-
(Dodge 1)	74993	43941	-	-	-	-	-	-
Plymouth *	5382	3240	-	-	-	-	-	-
Ford	205428	352817	-	-	-	10533	17589	7533
(Ford 2)	117142	134352	-	-	-	-	-	-
Chevrolet	330042	255136	1546	-	316	4359	5963	582
(Chev 3)	194804	88065	-	-	-	-	-	-
G.M.C.	70771	78518	810	-	920	3736	11230	6954
(G.M.C. 4)	34454	23352	-	-	-	-	-	-
I.H.	-	-	-	-	-	14030	9893	14050
Jeep Truck	29988	19864	-	-	-	-	-	-
(Jeep 5)	29988	15101	-	-	-	-	-	-
Mack	-	-	-	-	-	1725	510	10407
Kenworth	-	-	-	-	-	-	-	6086
Peterbilt	-	-	-	-	-	-	-	4603
Daimler-Benz Corp.	-	-	-	-	-	1668	827	5799
Volvo White	-	-	-	-	-	-	392	3381
Misc.	268901	5852	-	7	11	-	126	1138
Total	1031281	777257	16294	7	1247	36051	46530	60511
1981 Total	921740	723951	10488	11	1573	44755	56039	77702
1982 vs '81	111.86	107.36	155.34	63.64	79.28	80.55	83.03	77.88

UNITED STATES SUMMARY

(Make Total)-To be included in GVW 1,2 & 3

1 Includes Vans, Rechargar, Ram 50 and Raapage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10, and Vans

* Plymouth Includes Trail Duster and Arrow

4 Includes Vans, Jimmy, S15 and C[illegible]allero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are not available

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1982		YEAR TO DATE 1981	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt Hatchback	31708	.50	36025	.50
Plymouth Champ/Colt	30935	.49	35416	.49
Others	29768	.47	54592	.76
Total Domestic Sponsored Imports	92491	1.47	126033	1.75
OTHER IMPORTS				
Nissan	379702	6.02	383797	5.32
Honda	306552	4.86	315304	4.37
Mazda	131209	2.08	146832	2.03
Mercedes-Benz	53024	.84	48724	.67
Subaru	115844	1.84	120377	1.67
Toyota	442910	7.02	490647	6.80
Volkswagen	124726	1.98	198094	2.74
Volvo	62146	.98	54520	.76
Others	184023	2.92	193843	2.69
Total Other Imports	1800144	28.52	1952138	27.04
GRAND TOTAL ALL IMPORT CARS	1892635	29.99	2078171	28.79

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	18393	.93	57085	3.11
Dodge RAM 50	26524	1.35	22082	1.20
Ford Courier	24177	1.23	53667	2.92
Plymouth Arrow	4659	.24	7866	.43
Total Domestic Sponsored Imports	73753	3.75	140700	7.66
OTHER IMPORTS				
Nissan	79704	4.05	94304	5.14
Mazda	30553	1.55	13176	.72
Subaru	5010	.25	5060	.28
Toyota	121185	6.15	109670	5.97
Volkswagen	22670	1.15	35109	1.91
Others	15430	.78	7353	.40
Total Other Import Trucks	274552	13.94	264688	14.41
GRAND TOTAL ALL IMPORT TRUCKS	348305	17.69	405388	22.08

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	138068	7.01	367	.02
DODGE RAMPAGE	13419	.68	-	-
FORD RANGER	77196	3.92	-	-
GMC S15	29847	1.51	47	-

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489

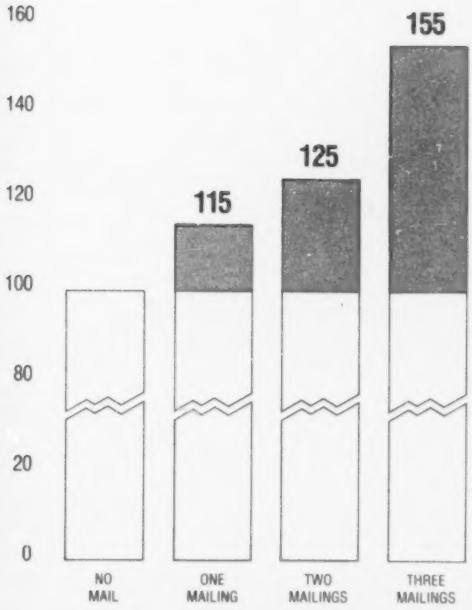
TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.9-82

OCTOBER 1982 ISSUED 12/82

CONSIDERATION...



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NOVEMBER
1982

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	NOVEMBER		% '82 VS '81	% IND	
	1982	1981		1982	1981
A.M.C.	13621	9249	147.27	2.01	1.51
(Alliance)	7411	-	-	1.10	-
(Concord)	2115	3812	55.48	.31	.63
(Eagle)	3274	3526	92.85	.48	.57
CHRYSLER	16412	7809	210.17	2.42	1.27
(Le Baron)	6689	4249	157.43	.99	.69
DODGE	26310	27250	96.55	3.89	4.44
(Diplomat)	1835	1411	130.05	.27	.23
(Colt)	2067	3721	55.55	.31	.61
(Challenger)	779	958	81.32	.11	.16
(Omni)	6791	7728	87.88	1.00	1.26
(Aries)	10373	11275	92.00	1.54	1.83
(Dodge 400)	2434	1005	242.19	.36	.16
(Dodge 600)	1385	-	-	.20	-
PLYMOUTH	23740	26506	89.56	3.50	4.32
(Champ/Colt)	1929	3437	56.12	.28	.56
(Sapporo)	936	908	103.08	.14	.15
(Horizon)	7046	7719	91.28	1.04	1.26
(Reliant)	13030	14015	92.97	1.92	2.28
(Gran Fury)	799	427	187.12	.12	.07
CHRYSLER CORP	66462	61555	107.95	9.81	10.03
FORD	74614	72882	102.38	11.01	11.87
(Escort)	30394	28467	106.77	4.49	4.64
(Fairmont)	10479	10639	98.50	1.55	1.73
(Tempo)	4	-	-	-	-
(Granada)	4561	9749	46.78	.67	1.59
(LTD)	15971	7977	200.21	2.36	1.30
(Mustang)	10463	11375	91.98	1.54	1.85
(T'Bird)	2742	4315	63.55	.40	.70
LINCOLN	9911	6102	162.42	1.46	.99
(Mark VI)	2600	2192	118.61	.38	.35
MERCURY	26549	27515	96.49	3.92	4.49
(Zephyr)	3453	3135	110.14	.51	.51
(Topaz)	-	-	-	-	-
(Cougar)	2829	6519	43.40	.42	1.06
(Capri)	2909	3110	93.54	.43	.51
(Lynx)	7561	9890	76.45	1.11	1.62
LINC/MERC. DIV.	36460	33617	108.46	5.38	5.48
FORD MOTOR CO.	111074	106498	104.30	16.39	17.35
BUICK	88377	56376	121.29	10.09	9.19
(Skyhawk)	5190	-	-	.77	-
(Skylark)	11795	17209	68.54	1.74	2.80
(Century)	11151	51	-	1.65	.01
(Regal)	19923	22931	86.88	2.94	3.74
(Riviera)	4556	3928	115.99	.67	.64
CADILLAC	24240	20614	117.59	3.58	3.36
(Cimarron)	1282	2492	51.44	.19	.41
(Eldorado)	5520	4840	114.05	.82	.79
(Seville)	2452	2095	117.04	.36	.34
CHEVROLET	111113	100493	110.57	16.39	16.37
(Chevette)	20226	16339	123.79	2.98	2.66
(Celebrity)	11747	2	-	1.73	-
(Cavalier)	11246	13229	85.01	1.66	2.16
(Camaro)	14349	3336	430.13	2.12	.54
(Citation)	15861	23659	67.04	2.34	3.85
(Malibu)	9177	13298	69.02	1.35	2.17
(Corvette)	1617	1732	96.82	.25	.28
(Monte Carlo)	9063	11643	77.84	1.34	1.90
OLDSMOBILE	73929	61445	120.32	10.91	10.01
(Omega)	6186	8830	70.06	.91	1.44
(Firenza)	3048	-	-	.45	-
(Cutlass Ciera)	13411	98	-	1.98	.01
(Cutlass)	24142	30928	78.06	3.57	5.04
(Toronado)	3391	2872	118.07	.50	.47
PONTIAC	41252	37213	110.85	6.09	6.06
(1000)	4134	4472	92.44	.61	.73
(2000)	4700	6335	74.21	.69	1.03
(6000)	6806	20	-	1.00	-
(Phoenix)	4058	6508	62.35	.60	1.06
(Lemans)	6300	5945	105.97	.93	.97
(Firebird)	8823	1924	458.58	1.31	.31
GEN. MTRS. CORP	318911	276141	115.49	47.06	44.99
Misc. Domestic	135	371	36.39	.02	.06
Other Import	167436	159915	104.70	24.71	26.06
U. S. TOTAL	677639	613740	110.41		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '82	% IND		YEAR END
	1982	1981	VS '81	1982	1981	1981
A.M.C.	92788	123819	74.94	1.33	1.58	133455
(Alliance)	15395	-	-	.22	-	-
(Concord)	29512	54178	54.47	.42	.70	58203
(Eagle)	32093	37156	86.37	.46	.47	41410
CHRYSLER	154051	81766	188.40	2.20	1.04	92105
(Le Baron)	78652	41197	190.92	1.12	.52	46960
DODGE	270561	340198	79.53	3.88	4.34	368048
(Diplomat)	21851	30000	72.84	.31	.38	31514
(Colt)	33855	39746	85.18	.48	.51	43522
(Challenger)	12589	11596	108.56	.18	.15	12702
(Omni)	69916	102285	68.35	1.00	1.31	110209
(Aries)	99111	141474	70.06	1.43	1.79	152563
(Dodge 400)	24299	1230	-	.35	.02	2843
(Dodge 600)	2277	-	-	.03	-	-
PLYMOUTH	264292	364948	72.42	3.78	4.67	391445
(Champ/Colt)	32864	38853	84.59	.47	.50	42522
(Sapporo)	10910	12273	88.89	.16	.16	13232
(Horizon)	74768	122437	61.07	1.07	1.56	130106
(Reliant)	131057	183959	71.24	1.87	2.36	197516
(Gran Fury)	14693	7426	197.86	.21	.09	8069
CHRYSLER CORP.	688904	786912	87.55	9.86	10.05	851598
FORD	802559	945646	84.87	11.49	12.07	1008430
(Escort)	336026	315252	106.59	4.81	4.03	337657
(Fairmont)	114823	178047	64.49	1.64	2.27	189332
(Tempo)	6	-	-	-	-	-
(Granada)	91292	96427	94.67	1.31	1.23	104752
(LTD)	115126	101078	113.90	1.65	1.29	109141
(Mustang)	104953	144779	72.49	1.50	1.85	153211
(T'Bird)	40333	65103	61.95	.58	.83	69083
LINCOLN	76827	56028	137.12	1.10	.72	61779
(Mark VI)	22784	27427	83.07	.33	.35	29263
MERCURY	285469	317646	89.87	4.08	4.05	340868
(Zephyr)	36985	50089	72.68	.53	.65	53678
(Topaz)	-	-	-	-	-	-
(Cougar)	55194	68829	80.19	.79	.88	74378
(Capri)	26928	45154	59.64	.39	.58	47553
(Lynx)	94420	103343	95.09	1.40	1.31	110962
LINC/MERC. DIV.	362296	373674	96.96	5.18	4.77	402643
FORD MOTOR CO.	1164855	1319320	88.29	16.67	16.84	1411073
BUICK	641419	663662	96.65	9.18	8.47	718304
(Skyhawk)	39166	-	-	.56	-	-
(Skylark)	131499	185378	70.94	1.88	2.37	200350
(Century)	82778	58	-	1.18	-	1812
(Regal)	202302	310952	65.06	2.90	3.96	332056
(Riviera)	38444	43014	89.38	.55	.55	47221
CADILLAC	212373	202669	104.79	3.04	2.59	224458
(Eldorado)	11407	11537	98.87	.16	.15	13406
(Seville)	20067	21069	95.24	.29	.27	23054
CHEVROLET	1105033	1339134	82.50	15.81	17.09	1437091
(Chevette)	211734	327218	64.71	3.01	4.17	347488
(Celebrity)	82639	2	-	1.18	-	935
(Cavalier)	105079	63288	166.03	1.50	.81	72138
(Camaro)	155518	91042	170.82	2.23	1.16	93706
(Citation)	168660	278824	60.49	2.41	3.56	302301
(Malibu)	97532	196751	49.57	1.40	2.51	2 9522
(Corvette)	19528	28036	69.65	.28	.36	29637
(Monte Carlo)	87265	149911	58.21	1.25	1.91	159863
OLDSMOBILE	698664	769586	90.78	10.00	9.83	830892
(Omega)	65878	102410	64.33	.94	1.31	109189
(Firenza)	23371	-	-	.33	-	-
(Cutlass Ciera)	96120	103	-	1.38	-	2007
(Cutlass)	251842	413700	60.91	3.61	5.36	449133
(Toronado)	28967	33797	85.71	.41	.43	36863
PONTIAC	413225	511997	80.90	5.93	6.54	546936
(1000)	44838	48511	92.43	.64	.62	53365
(2000)	50103	42221	118.67	.72	.54	47450
(6000)	44709	22	-	.64	-	864
(Phoenix)	43644	77192	56.54	.62	.98	83299
(Lemans)	66638	67955	98.06	.95	.87	74190
(Firebird)	86437	49898	173.23	1.23	.64	51576
GEN. MTRS. CORP	3072444	3470946	88.51	43.96	44.52	3757681
Misc. Domestic	2318	3243	71.39	.03	.04	3528
Other Import	1967580	2112053	93.16	28.19	26.97	2286584
U. S. TOTAL	6998880	7832399	89.35			8447915

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE		% '82	% IND	
	1982		1982	1981	VS '81	1982	1981
Dodge	16505	7.67	199504	150693	132.39	9.13	7.51
Plymouth	745	.35	9367	13742	68.16	.43	.69
Ford	62465	29.02	656365	646777	101.48	30.05	32.24
Chevrolet	69063	32.10	680925	594461	114.54	31.17	29.64
G.M.C.	18897	8.78	191836	146352	131.08	8.78	7.30
I.H.	4166	1.94	42139	57439	73.36	1.93	2.86
Jeep Truck	5882	2.73	55534	52999	104.78	2.54	2.64
Mack	1138	.53	13780	17619	78.21	.63	.88
Kenworth	606	.28	6692	9583	69.83	.31	.48
Peterbilt	565	.26	5168	5988	86.31	.24	.30
Daimler-Benz Corp.	888	.41	9182	11364	80.80	.42	.57
Volvo White	393	.18	4146	5953	69.65	.19	.30
Misc.	33907	15.75	309740	292713	105.82	14.18	14.59
U. S. Total	215220		2184378	2005683	108.91		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	131547	67937	20	-	-	-	-	-
(Dodge 1)	82250	48042	-	-	-	-	-	-
Plymouth *	5765	3602	-	-	-	-	-	-
Ford	225878	391095	-	-	-	11881	19181	8330
(Ford 2)	129531	148993	-	-	-	-	-	-
Chevrolet	369907	281798	17085	-	338	4796	6398	613
(Chev 3)	217907	95924	-	-	-	-	-	-
G.M.C.	79950	86829	859	-	953	4063	11789	7393
(G.M.C. 4)	38969	25811	-	-	-	-	-	-
I.H.	-	-	-	-	-	1583+	10791	15514
Jeep Truck	33176	22350	-	-	-	-	-	-
(Jeep 5)	33176	17381	-	-	-	-	-	-
Mack	-	-	-	-	-	1869	613	11298
Kenworth	-	-	-	-	-	-	-	6692
Peterbilt	-	-	-	-	-	-	-	5168
Daimler-Benz Corp.	-	-	-	-	-	1826	909	6447
Volvo White	-	-	-	-	-	-	456	3690
Misc.	302056	6311	-	8	11	-	141	1193
Total	1148279	859950	17964	8	1302	40269	50268	66338
1981 Total	1006293	790674	11624	11	1710	48366	60458	86547
1982 vs '81	114.11	108.76	154.54	72.73	76.14	83.26	83.15	76.64

UNITED STATES SUMMARY

(None Total)-To be included in GVW 1,2 & 3

1 Includes Vans, Rescharger, Ram 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10, and Vans

* Plymouth Includes Trail Duster and Arrow

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are not available

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1982		YEAR TO DATE 1981	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt Hatchback	33855	.48	39746	.51
Plymouth Champ/Colt	32864	.47	38853	.50
Others	38894	.56	56746	.72
Total Domestic Sponsored Imports	105613	1.51	135345	1.73
OTHER IMPORTS				
Nissan	416019	5.95	417394	5.33
Honda	333861	4.78	338609	4.32
Mazda	144172	2.06	159618	2.04
Mercedes-Benz	58449	.84	53501	.68
Subaru	127813	1.83	131450	1.68
Toyota	481594	6.89	525761	6.71
Volkswagen	136097	1.95	214852	2.74
Volvo	66870	.96	59343	.76
Others	202705	2.90	211525	2.70
Total Other Imports	1967580	28.15	2112053	26.97
GRAND TOTAL ALL IMPORT CARS	2073193	29.66	2247398	28.69

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	19886	.91	60062	2.99
Dodge RAM 50	29340	1.34	23652	1.18
Ford Courier	26046	1.19	58690	2.93
Plymouth Arrow	4996	.23	8466	.42
Total Domestic Sponsored Imports	80268	3.67	150870	7.52
OTHER IMPORTS				
Nissan	92803	4.25	103265	5.15
Mazda	33885	1.55	14537	.72
Subaru	5680	.26	5486	.27
Toyota	134091	6.14	119614	5.96
Volkswagen	24749	1.13	38554	1.92
Others	17178	.79	8846	.44
Total Other Import Trucks	308386	14.12	290302	14.47
GRAND TOTAL ALL IMPORT TRUCKS	388654	17.79	441172	22.00

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	155425	7.12	4850	.24
DODGE RAMPAGE	14548	.67	-	-
FORD RANGER	86353	3.95	-	-
GMC S15	33736	1.54	673	.03

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1972	10487794	2513952
*1973	11350095	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963360
*1979	10356695	3672209
*1980	8760937	2476777
*1981	8663919	2185489

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.9-82

NOVEMBER 1982 ISSUED 01/83

C7715-3 3/7/83

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DECEMBER
1982

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	DECEMBER		% '82 VS '81	% IND	
	1982	1981		1982	1981
A.M.C.	15918	9836	165.19	2.08	1.58
(Alliance)	9242	-	-	1.21	-
(Concord)	2053	4025	51.01	.27	.56
(Eagle)	3614	4254	84.96	.47	.70
CHRYSLER	17827	10339	172.42	2.33	1.69
(Le Baron)	7338	5763	127.23	.96	.94
DODGE	31850	27850	114.36	4.16	4.56
(Diplomat)	1317	1514	86.99	.17	.25
(Colt)	2722	3778	72.09	.36	.62
(Challenger)	1062	1106	96.02	.14	.18
(Omni)	8256	7924	104.19	1.08	1.30
(Aries)	12535	11088	113.04	1.63	1.81
(Dodge 400)	3167	1613	196.34	.41	.26
(Dodge 600)	2282	-	-	.30	-
PLYMOUTH	26897	26497	101.51	3.51	4.33
(Champ/Colt)	2565	3668	69.91	.34	.60
(Sapporo)	1331	959	138.79	.17	.16
(Horizon)	8125	7669	105.95	1.06	1.25
(Reliant)	14158	13557	104.44	1.85	2.21
(Gran Fury)	717	643	111.51	.09	.11
CHRYSLER CORP.	76574	64686	118.38	10.00	10.58
FORD	86912	62784	138.43	11.36	10.26
(Escort)	31260	22405	139.52	4.09	3.65
(Fairmont)	16673	11283	147.77	2.18	1.85
(Tempo)	3	-	-	-	-
(Granada)	4258	8325	51.16	.56	1.36
(LTD)	22664	8063	281.09	2.96	1.32
(Mustang)	10142	8432	120.28	1.32	1.38
(T'Bird)	1911	3980	48.02	.25	.65
LINCOLN	10993	5747	191.28	1.44	.94
(Mark VI)	3145	1838	171.11	.41	.30
MERCURY	30824	23222	132.74	4.02	3.80
(Zephyr)	4086	2789	146.50	.53	.46
(Topaz)	-	-	-	-	-
(Cougar)	2146	5549	38.67	.28	.91
(Capri)	3234	2395	134.81	.42	.39
(Lynx)	8369	7419	112.80	1.09	1.21
LINC/MERC. DIV.	41817	28969	144.35	5.46	4.74
FORD MOTOR CO.	128729	91753	140.30	16.82	15.00
BUICK	72252	54842	132.23	9.44	8.94
(Skyhawk)	5820	-	-	.76	-
(Skylark)	11513	14974	76.89	1.50	2.45
(Century)	13772	1754	785.18	1.80	.29
(Regal)	19181	21106	90.88	2.51	3.45
(Riviera)	4855	4207	110.65	.61	.69
CADILLAC	27894	21789	128.02	3.64	3.56
(Cimarron)	1788	1869	95.67	.23	.31
(Eldorado)	8337	5084	124.65	.82	.83
(Seville)	2963	1985	149.27	.39	.32
CHEVROLET	118797	97957	119.23	15.27	16.01
(Chevette)	17430	20270	85.99	2.28	3.31
(Celebrity)	14160	933	-	1.85	.15
(Cavalier)	13031	8850	147.24	1.70	1.45
(Camaro)	18168	2664	681.98	2.38	.44
(Citation)	15736	23477	67.03	2.06	3.83
(Malibu)	10238	12771	80.17	1.34	2.09
(Corvette)	1934	1601	120.80	.25	.26
(Monte Carlo)	8354	9952	83.94	1.09	1.63
OLDSMOBILE	77038	61306	125.66	10.06	10.03
(Omega)	5833	6779	86.05	.76	1.11
(Firenza)	3439	-	-	.45	-
(Cutlass Ciera)	13822	1904	725.95	1.81	.31
(Cutlass)	24188	29433	82.17	3.16	4.82
(Toronado)	3400	3066	110.89	.44	.50
PONTIAC	46925	34939	134.31	6.13	5.71
(1000)	4448	4854	91.64	.58	.79
(2000)	5599	5229	107.08	.73	.86
(6000)	7874	842	947.51	1.04	.14
(Phoenix)	4488	6107	73.48	.59	1.00
(Lemans)	6298	6235	100.98	.82	1.02
(Firebird)	11677	1878	895.89	1.53	.27
GEN. MTRS. CORP	340906	270633	125.97	44.54	44.25
Misc. Domestic	191	281	64.41	.02	.05
Other Import	203153	174531	116.40	26.54	28.54
U. S. TOTAL	765461	611520	125.17		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '82	% IND		YEAR END
	1982	1981	VS '81	1982	1981	1981
A.M.C.	108708	133455	81.46	1.40	1.58	133455
(Alliance)	24637	-	-	.32	-	-
(Concord)	31565	58203	54.23	.41	.69	58203
(Eagle)	35707	41410	86.23	.45	.49	41410
CHRYSLER	171878	92105	186.61	2.22	1.09	92105
(Le Baron)	85984	46960	183.10	1.11	.56	46960
DODGE	302411	368048	82.17	3.89	4.36	368048
(Diplomat)	23188	31514	73.58	.30	.37	31514
(Colt)	36577	43522	84.04	.47	.52	43522
(Challenger)	13651	12702	107.47	.18	.15	12702
(Omni)	78172	110209	70.93	1.01	1.31	110209
(Aries)	111646	152563	73.18	1.43	1.81	152563
(Dodge 400)	27466	2843	966.09	.35	.03	2843
(Dodge 600)	4559	-	-	.06	-	-
PLYMOUTH	291189	391445	74.39	3.76	4.64	391445
(Champ/Colt)	35429	42522	83.32	.46	.50	42522
(Sapporo)	12241	13232	92.51	.16	.16	13232
(Horizon)	82893	130106	63.71	1.07	1.54	130106
(Reliant)	145216	197516	73.52	1.87	2.34	197516
(Gran Fury)	15410	8069	190.98	.20	.10	8069
CHRYSLER CORP.	765478	951598	89.89	9.87	10.09	851598
FORD	889470	1008430	88.20	11.47	11.94	1008430
(Escort)	367286	337657	108.77	4.74	4.00	337657
(Fairmont)	131496	189330	69.45	1.70	2.24	189330
(Tempo)	9	-	-	-	-	-
(Granada)	95551	104752	91.22	1.23	1.24	104752
(LTD)	137789	109141	126.25	1.78	1.29	109141
(Mustang)	115095	153211	75.12	1.48	1.81	153211
(T'Bird)	42244	69083	61.15	.54	.82	69083
LINCOLN	87820	61775	142.16	1.13	.73	61775
(Mark VI)	25929	29265	88.60	.33	.34	29265
MERCURY	316293	340868	92.79	4.08	4.04	340868
(Zephyr)	41071	53678	76.51	.53	.64	53678
(Topaz)	-	-	-	-	-	-
(Cougar)	57340	74378	77.09	.74	.88	74378
(Capri)	30162	47553	63.43	.39	.56	47553
(Lynx)	106789	110962	96.24	1.38	1.32	110962
LINC/MERC. DIV.	409113	402643	100.37	5.21	4.77	402643
FORD MOTOR CO.	1293583	1411073	91.67	16.68	16.71	1411073
BUICK	713671	718304	99.36	9.20	8.51	718304
(Skyhawk)	44986	-	-	.58	-	-
(Skylark)	143012	200350	71.38	1.84	2.37	200350
(Century)	9654	1812	-	1.25	.02	1812
(Regal)	221483	332058	66.70	2.85	3.94	332058
(Riviera)	43099	47221	91.27	.56	.56	47221
CADILLAC	240197	224458	107.01	3.10	2.66	224458
(Cimarron)	13195	13406	98.43	.17	.16	13406
(Eldorado)	55761	53233	104.75	.72	.63	53233
(Seville)	23030	23054	99.90	.30	.27	23054
CHEVROLET	1222624	1437091	85.08	15.78	17.01	1437091
(Chevette)	229164	347488	65.95	2.97	4.12	347488
(Celebrity)	96799	935	-	1.25	.01	935
(Cavalier)	118110	72138	163.73	1.52	.85	72138
(Camaro)	173686	93706	185.35	2.24	1.11	93706
(Citation)	184396	302301	61.00	2.38	3.58	302301
(Malibu)	107764	209522	51.43	1.39	2.48	209522
(Corvette)	21482	29637	72.47	.28	.35	29637
(Monte Carlo)	95618	159863	59.81	1.23	1.89	159863
OLDSMOBILE	775702	830892	93.36	10.00	9.84	830892
(Omega)	71711	109189	65.68	.92	1.29	109189
(Firenza)	26810	-	-	.35	-	-
(Cutlass Ciera)	109942	2007	-	1.42	.02	2007
(Cutlass)	276028	449133	61.46	3.55	5.32	449133
(Toronado)	32367	36863	87.80	.42	.44	36863
PONTIAC	461149	496936	84.31	5.95	6.48	496936
(1000)	49286	53365	92.36	.64	.63	53365
(2000)	55702	47450	117.39	.72	.56	47450
(6000)	52607	864	-	.68	.01	864
(Phoenix)	40130	83299	57.70	.62	.99	83299
(Lemans)	72933	74190	98.31	.94	.88	74190
(Firebird)	90114	51576	190.23	1.26	.61	51576
GEN. MTRS. CORP.	3413343	3757681	90.84	44.03	44.50	3757681
Misc. Domestic	2499	3528	70.83	.03	.04	3528
Other Imports	2170738	2286584	94.93	27.99	27.08	2286584
U. S. TOTAL	7754342	8443919	91.83			8443919

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	DEC	% IND	YEAR TO DATE		% '82	% IND	
	1982		1982	1981	VS '81	1982	1981
Dodge	18574	7.55	218078	166363	131.09	8.97	7.6
Plymouth	807	.33	10174	14976	67.94	.42	.69
Ford	76755	31.19	733120	697213	105.15	30.16	31.91
Chevrolet	77182	31.36	758107	650460	116.55	31.21	29.76
G.M.C.	21072	8.56	212908	160703	132.49	8.76	7.35
I.H.	3763	1.53	45902	61792	74.28	1.89	2.83
Jeep Truck	6563	2.67	62097	58257	106.59	2.55	2.67
Mack	1810	.74	15590	19698	79.15	.64	.90
Kenworth	852	.28	7344	10379	70.76	.30	.47
Peterbilt	613	.25	5781	6654	86.88	.24	.30
Daimler-Benz Corp.	1070	.43	10252	12637	81.13	.42	.58
Volvo White	520	.21	4666	6406	72.84	.19	.29
Misc.	36712	14.92	346452	319951	108.28	14.25	14.64
U. S. Total	246093		2430471	2185499	111.21		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	143893	74165	20	-	-	-	-	-
(Dodge 1)	90138	52183	-	-	-	-	-	-
Plymouth *	6288	3886	-	-	-	-	-	-
Ford	250724	439217	-	-	-	12999	21124	9056
(Ford 2)	145994	187592	-	-	-	-	-	-
Chevrolet	412255	314103	1854	-	372	5223	6948	657
(Chev 3)	244509	107467	-	-	-	-	-	-
G.M.C.	89782	96475	923	-	1001	4429	12430	7860
(G.M.C. 4)	44291	20773	-	-	-	-	-	-
I.H.	-	-	-	-	-	17148	11782	16972
Jeep Truck	38635	25462	-	-	-	-	-	-
(Jeep 5)	38635	20008	-	-	-	-	-	-
Mack	-	-	-	-	-	2021	690	12879
Kenworth	-	-	-	-	-	-	-	7344
Peterbilt	-	-	-	-	-	-	-	5781
Daimler-Benz Corp.	-	-	-	-	-	1976	984	7292
Volvo White	-	-	-	-	-	-	536	4130
Misc.	337787	7181	-	13	11	1	183	1306
Total	1277379	980469	1948	13	1384	43797	54657	73285
1981 Total	1094006	863617	1248	11	1023	52197	65872	85472
1982 vs '81	116.76	111.21	156.09	118.18	75.92	83.91	82.97	76.76

UNITED STATES SUMMARY

(None Total)-To be included in GVW 1,2 & 3

1 Includes Vans, Rescharger, Ram 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10, and Vans

* Plymouth Includes Trail Duster and Arrow

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1982		YEAR TO DATE 1981	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt Hatchback	38577	.47	43522	.52
Plymouth Champ/Colt	35428	.46	42522	.50
Others	50529	.65	59052	.70
Total Domestic Sponsored Imports	122535	1.58	145096	1.72
OTHER IMPORTS				
Nissan	459511	5.93	452153	5.35
Honda	366321	4.72	365638	4.33
Mazda	159487	2.06	172315	2.04
Mercedes-Benz	65148	.84	59239	.70
Subaru	140997	1.82	143674	1.70
Toyota	530077	6.84	566042	6.70
Volkswagen	149422	1.93	231713	2.74
Volvo	73135	.94	64698	.77
Others	226635	2.92	231112	2.74
Total Other Imports	2170733	27.99	2286584	27.08
GRAND TOTAL ALL IMPORT CARS	2293268	29.57	2431680	28.80

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	21215	.87	62713	2.87
Dodge RAM 50	31975	1.32	25712	1.18
Ford Courier	29466	1.21	63027	2.88
Plymouth Arrow	5484	.23	9101	.42
Total Domestic Sponsored Imports	88140	3.63	160553	7.35
OTHER IMPORTS				
Nissan	106440	4.38	112383	5.14
Mazda	38058	1.57	15818	.72
Subaru	6444	.27	5883	.27
Toyota	147542	6.07	130379	5.97
Volkswagen	28980	1.11	42393	1.94
Others	19493	.80	10390	.48
Total Other Import Trucks	344957	14.19	317246	14.52
GRAND TOTAL ALL IMPORT TRUCKS	433097	17.82	477799	21.86

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	175908	7.24	13146	.60
DODGE RAMPAGE	15990	.66	-	*-
FORD RANGER	97522	4.01	-	-
GMC S15	38504	1.58	1922	.09

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1973	11330995	3829876
*1974	8701096	2656918
*1975	8261848	2397417
*1976	9751485	3056089
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3672209
*1980	8766937	2476777
*1981	8463919	2185489
*1982	7754342	2430471

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.9-82

DECEMBER 1982 ISSUED 02/83

Extraordinary Power To Pinpoint New Car Buyers

1 POLK NEW CAR BUYER ANALYSIS

2 POLK TREE ANALYSIS

3 POLK NEW CAR BUYER FILE

POLK AUTOMOTIVE MAIL

R. L. POLK & CO.

DETROIT, MICH.

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C7715-3 4/5/83

JANUARY
1983

pocket summary

of registrations

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS ®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JANUARY		% '83	% IND	
	1983	1982	VS '82	1983	1982
A.M.C.	15412	8027	192.00	2.59	1.58
(Alliance)	9557	-	-	1.60	-
(Concord)	2424	3062	79.16	.41	.60
(Eagle)	2722	3378	80.58	.46	.67
CHRYSLER	13698	8914	153.67	2.30	1.75
(Le Baron)	4836	4996	96.80	.81	.98
DODGE	23569	20692	113.90	3.96	4.07
(Diplomat)	1185	1420	84.15	.20	.28
(Colt)	2637	2963	89.00	.44	.58
(Challenger)	993	882	112.59	.17	.17
(Omni)	4921	5940	82.85	.83	1.17
(Aries)	9310	7438	125.15	1.57	1.47
(Dodge 400)	2110	1481	142.47	.35	.29
(Dodge 600)	2023	-	-	.34	-
PLYMOUTH	18655	20382	91.53	3.13	4.00
(Champ/Colt)	2499	2854	87.56	.42	.56
(Sapporo)	970	710	136.62	.16	.14
(Horizon)	4982	6244	79.79	.84	1.23
(Reliant)	9183	9930	92.48	1.54	1.94
(Gran Fury)	1021	644	158.54	.17	.13
CHRYSLER CORP.	55922	49988	111.87	9.38	9.82
FORD	70799	54010	131.08	11.90	10.61
(Escort)	25145	22235	113.09	4.23	4.37
(Fairmont)	13459	8648	155.63	2.26	1.70
(Tempo)	2	-	-	-	-
(Granada)	1799	7546	23.84	.30	1.48
(LTD)	21132	6180	341.94	3.55	1.21
(Mustang)	8489	6190	137.14	1.43	1.22
(T'Bird)	773	3211	24.07	.13	.63
LINCOLN	7340	4604	159.43	1.23	.90
(Mark VI)	2118	1450	146.07	.35	.28
MERCURY	23696	19699	120.29	3.98	3.87
(Zephyr)	3343	2834	117.96	.56	.56
(Topaz)	-	-	-	-	-
(Cougar)	802	4470	17.94	.13	.88
(Capri)	2075	1849	112.22	.35	.36
(Lynx)	5923	6292	94.14	1.00	1.23
LINC/MERC. DIV.	31036	24303	127.70	5.21	4.77
FORD MOTOR CO.	101835	78313	130.04	17.11	15.38
BUICK	51800	44004	117.72	8.70	8.64
(Skyhawk)	4680	11	-	.79	-
(Skylark)	7275	10816	67.26	1.22	2.12
(Century)	8837	2911	303.57	1.48	.57
(Regal)	14541	16472	88.28	2.46	3.24
(Riviera)	3462	3266	106.00	.58	.64
CADILLAC	19682	18132	108.44	3.30	3.56
(Cimarron)	1519	1208	125.75	.26	.24
(Eldorado)	4562	4229	107.87	.76	.83
(Seville)	2133	1593	133.90	.36	.31
CHEVROLET	84821	82020	103.42	14.25	16.11
(Chevette)	12176	19218	66.83	2.05	3.56
(Celebrity)	10426	2367	440.47	1.75	.46
(Cavalier)	11035	5772	191.18	1.85	1.13
(Camaro)	11493	4628	248.34	1.93	.91
(Citation)	10473	17708	58.84	1.76	3.50
(Malibu)	7340	9985	73.51	1.23	1.96
(Corvette)	1238	1613	76.75	.21	.32
(Monte Carlo)	6527	8150	80.09	1.10	1.60
OLDSMOBILE	59103	48714	121.33	9.93	9.57
(Omega)	3594	5476	65.63	.60	1.08
(Firenza)	2718	3	-	.46	-
(Cutlass Ciera)	9979	3483	286.51	1.68	.68
(Cutlass)	19023	20990	90.63	3.19	4.12
(Toronado)	2539	2228	113.96	.43	.44
PONTIAC	32193	28332	113.63	5.41	5.56
(1000)	2792	3925	71.13	.47	.77
(2000)	4489	3036	147.86	.75	.60
(6000)	5104	1660	307.47	.86	.33
(Phoenix)	2737	4379	62.50	.46	.86
(Lemans)	4857	5182	94.09	.82	1.00
(Firebird)	7227	2779	260.06	1.21	.55
GEN. MTRS. CORP	247579	221202	111.92	41.59	43.44
Misc. Domestic	184	174	94.25	.03	.03
Other Import	174382	151495	115.12	29.29	29.75
U. S. TOTAL	595294	509188	116.91		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '83 VS '82	% IND		YEAR END 1982
	1983	1982		1983	1982	
A.M.C.	15412	8027	192.00	2.59	1.58	108706
(Alliance)	9557	-	-	1.60	-	24837
(Concord)	2424	3062	79.18	.41	.60	31565
(Eagle)	2722	3378	80.58	.46	.67	35707
CHRYSLER	13698	8914	153.67	2.30	1.75	171878
(Le Baron)	4836	4996	96.80	.81	.98	85984
DODGE	23569	20692	113.90	3.96	4.07	302411
(Diplomat)	1195	1420	84.15	.20	.28	23168
(Colt)	2637	2963	89.00	.44	.58	36577
(Challenger)	993	882	112.59	.17	.17	13651
(Omni)	4921	5940	82.85	.83	1.17	78172
(Aries)	9310	7439	125.15	1.57	1.47	111648
(Dodge 400)	2110	1481	142.47	.35	.29	27468
(Dodge 600)	2023	-	-	.34	-	4559
PLYMOUTH	18655	20382	91.53	3.13	4.00	291189
(Champ/Colt)	2499	2854	87.56	.42	.56	35429
(Sapporo)	970	710	136.62	.16	.14	12241
(Horizon)	4902	6244	78.79	.84	1.23	82893
(Reliant)	9183	9930	92.48	1.54	1.94	145216
(Gran Fury)	1021	844	158.54	.17	.17	15410
CHRYSLER CORP.	55522	49988	111.07	9.39	9.82	765478
FORD	70799	54010	131.08	11.90	10.61	869470
(Escort)	25145	22235	113.08	4.23	4.37	367286
(Fairmont)	13459	8648	155.63	2.26	1.70	131498
(Tempo)	2	-	-	-	-	8
(Granada)	1799	7548	23.84	.30	1.48	95551
(LTD)	21132	8180	341.84	3.55	1.21	137189
(Mustang)	8489	6190	137.14	1.43	1.22	115195
(T'Bird)	773	3211	24.07	.13	.63	42244
LINCOLN	7340	4804	152.43	1.23	.90	87820
(Mark VI)	2118	1450	146.07	.35	.28	25929
MERCURY	23696	19699	120.28	3.98	3.87	316293
(Zephyr)	3343	2834	117.96	.56	.56	41071
(Topaz)	-	-	-	-	-	-
(Cougar)	802	4470	17.94	.13	.88	57340
(Capri)	2075	1849	112.22	.35	.36	30162
(Lynx)	5923	6292	94.14	1.00	1.23	106789
LINC/MERC. DIV.	31038	24303	127.70	5.21	4.77	404113
FORD MOTOR CO.	101835	78313	130.04	17.11	15.38	1293583
BUICK	51800	44004	117.72	8.70	8.64	713671
(Skyhawk)	4680	11	-	.79	-	44986
(Skylark)	7275	10818	67.26	1.22	2.12	143012
(Century)	9837	2911	303.57	1.48	.57	98546
(Regal)	19641	16476	88.88	2.46	3.24	221483
(Riviera)	3462	3268	105.00	.58	.64	43099
CADILLAC	19662	18132	108.44	3.30	3.56	240197
(Cimarron)	1519	1208	125.75	.26	.24	13195
(Eldorado)	4562	4229	107.87	.76	.83	55761
(Seville)	2133	1593	133.90	.36	.31	23030
CHEVROLET	84821	82020	103.42	14.25	16.11	1222624
(Chevette)	12178	18218	66.83	2.05	3.58	229164
(Celebrity)	10426	2367	440.47	1.75	.46	86799
(Cavalier)	11035	5772	191.18	1.85	1.13	118110
(Camaro)	11493	4628	248.34	1.93	.91	173686
(Citation)	10473	17798	58.84	1.76	3.50	184396
(Malibu)	7340	9885	73.51	1.23	1.94	107764
(Corvette)	1238	1613	76.75	.21	.32	21462
(Monte Carlo)	8527	8150	80.09	1.16	1.60	95615
OLDSMOBILE	59103	48714	121.33	9.93	9.57	775702
(Omega)	3594	5476	65.63	.60	1.08	71711
(Firenza)	2718	3	-	.46	-	26810
(Cutlass Ciera)	9979	3483	286.51	1.68	.68	109942
(Cutlass)	19023	20990	90.63	3.19	4.12	276028
(Toronado)	2539	2228	113.96	.43	.44	32367
PONTIAC	32193	28332	113.63	5.41	5.56	481147
(1000)	2792	3925	71.13	.47	.77	49286
(2000)	4484	3036	147.86	.75	.60	55702
(6000)	9104	1860	307.47	1.53	.33	52887
(Phoenix)	2737	4378	62.50	.46	.86	48130
(Lemans)	4857	5162	94.08	.82	1.00	72933
(Firebird)	7227	2779	260.06	1.21	.55	98114
GEN. MTRS. CORP.	247578	221202	111.92	41.58	43.44	3413343
Misc. Domestic	164	174	94.25	.03	.03	2498
Other Import	174382	131489	115.12	29.29	29.75	2170713
U. S. TOTAL	595294	509189	116.91			7754342

*(None Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JAN	% IND	YEAR TO DATE		% '83	% IND	
	1983		1983	1982	VS '82	1983	1982
Dodge	14306	7.58	14306	15331	92.95	7.58	9.89
Pl.mouth	598	.32	598	933	64.09	.32	.60
-	-	-	-	-	-	-	-
Ford	60735	32.18	60735	41016	148.08	32.16	26.36
Chevrolet	55975	29.65	55975	50295	111.29	29.65	32.32
G.M.C.	15570	8.25	15570	13020	119.59	8.25	8.37
I.H.	3668	1.94	3668	3238	113.28	1.94	2.08
Jeep Truck	4948	2.62	4948	4770	103.73	2.62	3.07
Mack	1088	.58	1088	1496	72.73	.58	.98
Kenworth	444	.24	444	672	66.07	.24	.43
Peterbilt	499	.26	499	621	80.35	.26	.40
Daimler-Benz Corp.	665	.36	665	898	76.97	.36	.57
Volvo White	339	.18	339	295	114.92	.18	.19
Misc.	29941	15.86	29941	22966	130.39	15.86	14.76
U. S. Total	188798		188798	155599	121.33		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	9194	5112	-	-	-	-	-	-
(Dodge 1)	5846	3845	-	-	-	-	-	-
Plymouth *	358	240	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
Ford	21843	35767	-	-	-	769	1801	555
(Ford 2)	16258	14198	-	-	-	-	-	-
Chevrolet	30990	24078	87	-	25	347	421	21
(Chev 3)	21184	8485	-	-	-	-	-	-
G.M.C.	5972	7234	-	-	34	357	619	354
(G.M.C. 4)	3996	1868	-	-	-	-	-	-
I.H.	-	-	-	-	-	1478	812	1378
Jeep Truck	2503	2445	-	-	-	-	-	-
(Jeep 5)	2503	2031	-	-	-	-	-	-
Mack	-	-	-	-	-	157	53	878
Kenworth	-	-	-	-	-	-	-	444
Peterbilt	-	-	-	-	-	-	-	499
Daimler-Benz Corp.	-	-	-	-	-	98	35	554
Volvo White	-	-	-	-	-	-	78	260
Misc.	29258	620	-	7	3	-	15	38
Total	101124	75496	87	7	62	3204	3826	4980
1982 Total	77818	63662	1299	2	52	2538	3084	6343
1983 vs '82	129.95	118.59	6.70	350.00	119.23	126.19	99.51	78.67

(None Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Rechargar, Ram 50 and Romaago

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10 and Vans

* Plymouth Includes Trail Duster, Voyager, Scamp and Arrow

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are not available

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt Hatchback	2837	.44	2963	.58
Dodge Challenger	993	.17	882	.17
Plymouth Champ/Colt	2499	.42	2854	.56
Plymouth Sapporo	970	.16	710	.14
AMC Alliance	9557	1.61	-	-
Total Domestic Sponsored Imports	16856	2.80	7409	1.48
OTHER IMPORTS				
Isuzu	1543	.26	1152	.23
Nissan	37996	6.38	29306	5.76
Honda	28195	4.74	29271	5.75
Mazda	12498	2.10	9611	1.89
Mercedes-Benz	5781	.97	4979	.98
Renault	1847	.31	2028	.40
Subaru	11094	1.86	10275	2.02
Toyota	43084	7.24	35793	7.03
Volkswagen	10897	1.83	12288	2.41
Volvo	5986	1.01	4710	.93
Others	15463	2.60	12063	2.37
Total Other Imports	174382	29.29	151485	29.75
GRAND TOTAL ALL IMPORT CARS	191038	32.09	158894	31.21

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	500	.26	2143	1.38
Dodge RAM 50	2040	1.08	2816	1.81
Ford Courier	4202	2.23	3651	2.35
Plymouth Arrow	130	.07	493	.32
Total Domestic Sponsored Imports	8872	3.64	9103	5.85
OTHER IMPORTS				
Isuzu	1372	.73	1160	.75
Nissan	10118	5.36	7612	4.89
Mazda	3775	2.00	1384	.89
Subaru	533	.28	239	.15
Toyota	11774	6.24	9681	6.22
Volkswagen	1691	.90	2607	1.68
Others	621	.33	131	.08
Total Other Import Trucks	29876	15.83	22814	14.66
GRAND TOTAL ALL IMPORT TRUCKS	38750	19.47	31917	20.51

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	12496	6.62	9443	6.07
DODGE RAMPAGE	847	.50	749	.48
FORD RANGER	10847	5.84	-	-
GMC S15	2841	1.50	1668	1.07

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1973	11330993	3029074
*1974	8701894	2656918
*1975	8261840	2597417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443910	2185489
*1982	7754342	2430471

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-83

JANUARY 1983 ISSUED 03/83

New Car Buyers rate Mail Brochures as much more helpful than Automotive Ads in:

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New Car Buyers WANT, NEED, USE Product Details That **POLK AUTOMOTIVE MAIL** Can Best Deliver.

R. L. POLK & CO.

DETROIT, MICH.

-6-

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	FEBRUARY		X '83 VS '82	X INO	
	1983	1982		1983	1982
A.M.C.	14883	6901	212.77	2.58	1.28
(Alliance)	10133	-	-	1.76	-
(Concord)	1472	2079	70.80	.26	.38
(Eagle)	2447	3378	72.42	.43	.62
CHRYSLER	15437	9123	169.21	2.71	1.67
(Le Baron)	5077	4895	103.72	.89	.90
DODGE	22445	21103	106.36	3.96	3.87
(Diplomat)	1883	1342	140.31	.33	.25
(Colt)	2450	3014	81.29	.43	.55
(Challenger)	1092	1007	108.44	.19	.18
(Omni)	4484	6450	69.21	.78	1.18
(Aries)	8192	7264	112.78	1.44	1.33
(Dodge 400)	2279	1501	151.83	.40	.28
(Dodge 600)	1700	-	-	.30	-
PLYMOUTH	20101	21566	93.21	3.53	3.95
(Champ/Colt)	2039	2814	69.97	.36	.53
(Sapporo)	872	840	103.81	.15	.15
(Horizon)	4371	6869	62.72	.77	1.26
(Reliant)	11384	9685	117.54	2.00	1.78
(Gran Fury)	1435	1158	123.92	.25	.21
CHRYSLER CORP.	57983	51792	111.95	10.20	9.49
FORD	63328	64228	98.60	11.14	11.77
(Escort)	24495	29945	81.80	4.31	5.49
(Fairmont)	7631	8808	86.64	1.34	1.61
(Tempo)	-	-	-	-	-
(Granada)	922	8176	11.28	.16	1.50
(LTD)	20352	6901	294.91	3.58	1.26
(Mustang)	8010	7410	108.10	1.41	1.36
(T'Bird)	1918	2988	64.12	.34	.55
LINCOLN	6580	5576	118.01	1.16	1.02
(Mark VI)	1891	1458	129.70	.34	.27
MERCURY	24774	23565	105.13	4.35	4.32
(Zephyr)	2741	3144	87.18	.48	.58
(Topaz)	-	-	-	-	-
(Cougar)	1205	5078	23.74	.21	.93
(Capri)	1898	2018	98.91	.35	.37
(Lynx)	8248	9047	69.06	1.10	1.66
LINC/MERC. DIV.	31354	29141	107.59	5.51	5.34
FORD MOTOR CO.	94680	93369	101.40	16.65	17.11
BUICK	50203	46924	106.99	8.83	8.60
(Skyhawk)	4321	530	815.28	.76	.10
(Skylark)	6068	13594	44.64	1.07	2.49
(Century)	7493	5038	148.73	1.32	.92
(Regal)	16220	14735	110.08	2.85	2.70
(Riviera)	3088	2817	109.62	.54	.52
CADILLAC	18565	15832	117.26	3.26	2.90
(Cimarron)	1293	1274	101.49	.23	.23
(Eldorado)	4231	3500	120.89	.74	.65
(Seville)	1817	1814	100.17	.32	.33
CHEVROLET	78238	90680	88.28	13.75	16.62
(Chevette)	12467	18657	66.82	2.19	3.42
(Celebrity)	8521	4556	187.03	1.50	.83
(Cavalier)	11044	9737	113.42	1.94	1.78
(Camaro)	10427	7711	135.22	1.83	1.41
(Citation)	17470	21513	34.72	1.31	3.96
(Malibu)	7162	7449	96.15	1.26	1.36
(Corvette)	824	1461	83.24	.16	.27
(Monte Carlo)	6825	6780	100.66	1.20	1.24
OLDSMOBILE	59797	49831	120.00	10.52	9.13
(Omega)	3224	6930	46.52	.57	1.27
(Firenza)	2544	479	531.11	.45	.09
(Cutlass Ciera)	9239	5688	162.43	1.62	1.04
(Cutlass)	20994	18875	111.23	3.69	3.46
(Toronado)	2320	1998	116.82	.41	.36
PONTIAC	30274	34274	88.33	5.32	6.28
(1000)	2487	5280	46.72	.43	.97
(2000)	4433	4355	101.79	.78	.80
(6000)	4747	2268	209.48	.83	.42
(Phoenix)	2198	5843	37.63	.38	1.06
(Bonneville)	4877	5164	94.44	.86	.95
(Firebird)	5955	4715	126.30	1.05	.86
GEN. MTRS. CORP.	237077	237541	99.80	41.66	43.53
Misc. Domestic	37	114	32.46	.01	.02
Other Import	164203	156029	105.24	28.86	28.59
U. S. TOTAL	568663	545748	104.20		

UNITED STATES SUMMARY

C7715-3 3/7/83

FEBRUARY
1983

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '83	% END		YEAR END
	1983	1982	VS '82	1983	1982	1982
A.M.C.	30095	14928	201.60	2.59	1.42	108706
(Alliance)	19690	-	-	1.70	-	24837
(Concord)	3896	5141	75.78	.33	.49	31565
(Eagle)	5169	6757	76.50	.44	.64	35707
CHRYSLER	29135	18037	161.53	2.50	1.71	171878
(Le Baron)	9813	9891	100.22	.85	.94	85384
DODGE	46014	41795	110.09	3.98	3.96	302411
(Diplomat)	3078	2762	111.44	.26	.26	23168
(Colt)	5087	9877	85.11	.44	.57	36577
(Challenger)	2085	1889	110.38	.18	.18	13651
(Omni)	9385	12390	75.75	.81	1.17	78172
(Aries)	17502	14703	119.04	1.50	1.40	111646
(Dodge 400)	4389	2982	147.18	.38	.28	27486
(Dodge 600)	3723	-	-	.32	-	4559
PLYMOUTH	38756	41948	92.39	3.33	3.98	291189
(Champ/Colt)	4838	5788	78.66	.39	.55	38429
(Sapporo)	1842	1550	118.84	.16	.15	12241
(Horizon)	9353	13213	74.78	.80	1.25	82893
(Reliant)	20567	19615	104.85	1.77	1.86	145218
(Gran Fury)	2456	1802	136.28	.21	.17	15410
CHRYSLER CORP.	113905	101780	111.91	9.79	9.65	785478
FORD	134125	110239	113.44	11.52	11.20	809470
(Escort)	49640	52180	95.13	4.27	4.94	367288
(Fairmont)	21090	17456	120.82	1.81	1.65	131496
(Tempo)	2	-	-	-	-	3
(Granada)	2721	15722	17.31	.23	1.49	95551
(LTD)	41484	13081	317.13	3.56	1.24	137788
(Mustang)	18498	13600	121.36	1.58	1.29	115095
(T'Bird)	2689	8199	43.38	.23	.59	42244
LINCOLN	13920	10180	136.74	1.20	.96	87820
(Mark VI)	4009	2908	137.86	.35	.27	25928
MERCURY	48470	43264	112.03	4.16	4.11	316293
(Zephyr)	6084	5978	101.77	.52	.57	41071
(Topaz)	-	-	-	-	-	-
(Cougar)	2007	9546	21.02	.17	.90	57340
(Capri)	4071	3867	105.28	.35	.37	30182
(Lynx)	12171	15339	79.35	1.05	1.46	106789
LINC/MERC. DIV.	62390	53444	116.74	5.38	5.07	404113
FORD MOTOR CO.	196515	171682	114.46	16.88	16.27	1293583
BUICK	102003	90928	112.18	8.76	8.62	713671
(Skyhawk)	9001	541	-	.77	.05	44988
(Skylark)	13343	24410	54.68	1.15	2.31	143012
(Century)	16330	7949	205.43	1.40	.75	96548
(Regal)	30861	31207	98.89	2.65	2.96	221483
(Riviera)	6550	6083	107.68	.56	.58	43099
CADILLAC	38227	33964	112.55	3.28	3.22	240197
(Cimarron)	2812	2482	113.30	.24	.24	13195
(Eldorado)	8793	7729	113.77	.75	.73	55761
(Seville)	3950	3407	115.94	.34	.32	23030
CHEVROLET	163059	172700	94.42	14.00	16.37	1222624
(Chevette)	24643	36875	66.83	2.10	3.50	229164
(Celebrity)	18947	6823	273.68	1.63	.66	96799
(Cavalier)	22079	15509	142.38	1.90	1.47	118110
(Camaro)	21020	12338	177.65	1.80	1.17	173606
(Citation)	17943	39311	45.64	1.54	3.72	184398
(Malibu)	14502	17434	83.18	1.25	1.65	107764
(Corvette)	2165	3074	70.33	.19	.29	21482
(Monte Carlo)	13356	14930	89.43	1.15	1.42	95619
OLDSMOBILE	118900	98545	120.66	10.22	9.34	775702
(Omega)	8818	12406	54.96	.59	1.18	71711
(Firenza)	5265	482	-	.45	.05	26810
(Cutlass Ciera)	19218	9171	209.55	1.65	.87	109942
(Cutlass)	40017	39865	100.38	3.44	3.77	278028
(Toronado)	4859	4214	115.31	.42	.40	32367
PONTIAC	62467	52600	89.78	5.37	5.83	481149
(1000)	5259	9205	57.13	.45	.87	49288
(2000)	8922	7351	120.71	.77	.70	55702
(6000)	9851	3926	250.98	.85	.37	52687
(Phoenix)	4936	10225	48.28	.42	.97	48130
(Bonneville)	9734	10326	94.27	.84	.98	72933
(Firebird)	13165	7494	175.90	1.13	.71	98114
GEN. MTRS. CORP.	484656	458743	105.65	41.83	43.48	3413343
Misc. Domestic	201	198	69.78	.02	.03	2498
Other Imports	338582	307114	110.10	29.08	29.15	2170733
U. S. TOTAL	1163957	1054935	110.33			7754342

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE		% '83	% IND	
	1983		1983	1982	VS '82	1983	1982
Dodge	15802	8.95	30100	30678	98.14	8.24	9.38
Plymouth	687	.39	1285	1924	66.79	.35	.59
	-	-	-	-	-	-	-
Ford	56404	31.93	117139	87651	133.64	32.06	26.83
Chevrolet	53908	30.52	109883	110805	99.17	30.07	33.92
G.M.C.	15630	8.85	31200	28049	111.23	8.54	8.59
I.H.	2637	1.49	6305	6146	102.59	1.73	1.88
Jeep Truck	4569	2.59	9517	8690	109.52	2.60	2.66
Mack	875	.50	1963	2577	76.17	.54	.79
Kenworth	364	.21	808	1220	66.23	.22	.37
Peterbilt	372	.21	871	1022	85.23	.24	.31
Daimler-Benz Corp.	781	.44	1466	1605	91.34	.40	.49
Volvo White	315	.18	654	607	107.74	.18	.19
Misc.	24267	13.74	54208	45700	118.62	14.83	13.98
U. S. Total	176611		365407	326674	111.88		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	18982	11126	-	-	-	-	-	-
(Dodge 1)	11855	7885	-	-	-	-	-	-
Plymouth *	759	526	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Ford	41640	70097	-	-	-	1429	2942	1031
(Ford 2)	30869	27809	-	-	-	-	-	-
Chevrolet	60038	47875	286	-	46	662	900	78
(Chev 3)	41185	18282	-	-	-	-	-	-
G.M.C.	13347	14666	7	-	65	1009	1415	691
(G.M.C. 4)	7704	4742	-	-	-	-	-	-
I.H.	-	-	-	-	-	2310	508	2488
Jeep Truck	5190	4327	-	-	-	-	-	-
(Jeep 5)	5190	3813	-	-	-	-	-	-
Mack	-	-	-	-	-	277	117	1559
Kenworth	-	-	-	-	-	-	-	808
Peterbilt	-	-	-	-	-	-	-	871
Daimler-Benz Corp.	-	-	-	-	-	246	84	1136
Volvo White	-	-	-	-	-	-	129	525
Misc.	52878	1124	-	53	3	-	28	121
Total	192833	149741	293	53	114	5933	7121	9319
1982 Total	167590	131408	241	4	145	5517	8320	11278
1983 vs '82	115.08	113.95	12.15	-	78.62	107.54	85.58	82.63

(Home Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Rampage, Ram 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, S.U.V., S10 and Vans

* Plymouth Includes Trail Duster, Voyager, Scamp and Arrow

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are not available

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt Hatchback	5087	.44	5977	.57
Dodge Challenger	2085	.18	1885	.18
Plymouth Champ/Colt	4538	.39	5768	.55
Plymouth Sapporo	1842	.16	1550	.15
AMC Alliance	19690	1.69	-	-
Total Domestic Sponsored Imports	33242	2.86	15184	1.44
OTHER IMPORTS				
Isuzu	2682	.23	2323	.22
Nissan	75678	6.50	58860	5.58
Honda	55536	4.77	58624	5.56
Mazda	25532	2.19	20660	1.96
Mercedes-Benz	10566	.91	9958	.94
Renault	3981	.34	4285	.41
Subaru	21240	1.82	21727	2.06
Toyota	81518	7.00	73667	6.98
Volkswagen	20830	1.79	22947	2.18
Volvo	11800	1.01	10128	.96
Others	29222	2.51	24337	2.31
Total Other Imports	338585	29.08	307514	24.15
GRAND TOTAL ALL IMPORT CARS	371827	31.95	322698	30.58

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	847	.23	4651	1.42
Dodge RAM 50	3896	1.07	5256	1.61
Ford Courier	6420	1.76	7528	2.30
Plymouth Arrow	274	.07	1086	.33
Total Domestic Sponsored Imports	11437	3.13	18521	5.67
OTHER IMPORTS				
Isuzu	2308	.63	2258	.69
Nissan	16521	4.52	14390	4.41
Mazda	7949	2.18	3634	1.11
Subaru	1059	.29	468	.14
Toyota	21675	5.93	19504	5.97
Volkswagen	3291	.90	4837	1.48
Others	1200	.33	296	.09
Total Other Import Trucks	54003	14.78	45381	13.89
GRAND TOTAL ALL IMPORT TRUCKS	65440	17.91	63902	19.56

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	23882	6.54	22978	7.03
DODGE RAMPAGE	1745	.48	1779	.54
FORD RANGER	21723	5.94	410	.13
GMC S15	5320	1.46	4198	1.28

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

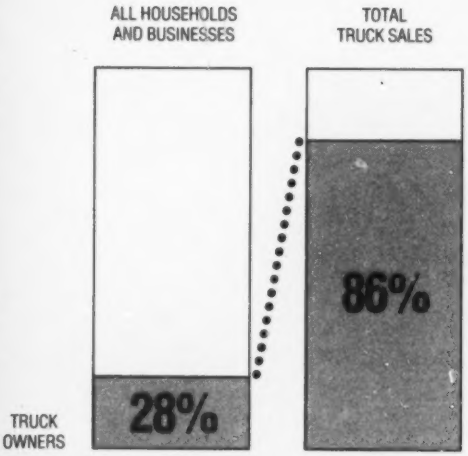
YEAR	CARS	TRUCKS
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3983348
*1979	10336695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471

TOTALS INCLUDE ALASKA & HAWAII
*OKLAMOMA NOT AVAILABLE

R. L. POLK & CO. R.1-83

FEBRUARY 1983 ISSUED 04/83

CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET...



...the 28% of all households and businesses who buy 86% of the trucks

Only POLK AUTOMOTIVE MAIL can do it

R. L. POLK & CO.

DETROIT, MICH.

6/6/83
C7715-3A

MARCH
1983

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MARCH		% '83	% IND	
	1983	1982	VS '82	1983	1982
A.M.C.	19308	8080	238.96	2.66	1.29
(Alliance)	13591	-	-	1.87	-
(Concord)	1799	2760	65.18	.25	.44
(Eagle)	3224	3352	96.18	.44	.54
CHRYSLER	22417	11766	190.52	3.09	1.88
(Le Baron)	7295	6385	114.27	1.00	1.02
DODGE	31530	25562	123.35	4.35	4.09
(Diplomat)	2396	1843	130.01	.33	.29
(Colt)	3362	2996	112.22	.46	.48
(Challenger)	1428	1230	116.10	.20	.20
(Omni)	6844	7477	91.53	.94	1.19
(Aries)	11147	9423	118.30	1.54	1.51
(Dodge 400)	3155	1926	163.81	.44	.31
(Dodge 600)	2674	-	-	.37	-
PLYMOUTH	30655	25849	118.59	4.23	4.13
(Champ/Colt)	2815	2800	100.54	.39	.45
(Sapporo)	1107	963	114.95	.15	.15
(Horizon)	6931	8053	86.07	.96	1.29
(Reliant)	17839	12604	141.53	2.46	2.01
(Gran Fury)	1963	1429	137.37	.27	.23
CHRYSLER CORP.	24602	63177	133.91	11.67	10.10
FORD	80792	76315	105.87	11.14	12.20
(Escort)	30874	32437	95.18	4.24	5.19
(Fairmont)	7867	11728	67.08	1.09	1.87
(Tempo)	-	-	-	-	-
(Granada)	-	9732	-	-	1.56
(LTD)	24915	8232	302.66	3.44	1.32
(Mustang)	10209	11101	91.96	1.41	1.77
(T'Bird)	6927	3085	224.54	.96	.49
LINCOLN	7792	6364	122.44	1.07	1.02
(Mark VI)	2330	1708	136.42	.32	.28
MERCURY	29828	26861	111.05	4.12	4.29
(Zephyr)	2625	3206	81.88	.36	.51
(Topaz)	-	-	-	-	-
(Cougar)	3816	5043	75.67	.53	.81
(Capri)	2061	2961	69.60	.28	.47
(Lynx)	6972	10641	65.52	.97	1.70
LINC/MERC. DIV.	37620	33225	113.23	5.19	5.31
FORD MOTOR CO.	118412	109540	108.10	16.33	17.51
BUICK	66098	54819	120.57	9.12	8.76
(Skyhawk)	6008	2607	230.46	.83	.42
(Skylark)	8947	16501	54.22	1.23	2.63
(Century)	9834	7382	133.22	1.36	1.18
(Regal)	19915	14940	133.30	2.75	2.39
(Riviera)	3773	2969	127.08	.52	.47
CADILLAC	23377	16219	144.13	3.22	2.59
(Cimarron)	1682	1350	124.59	.23	.22
(Eldorado)	5271	3809	138.38	.73	.60
(Seville)	2421	2177	111.21	.33	.35
CHEVROLET	97911	103848	94.28	13.52	16.60
(Chevette)	14833	21458	69.13	2.05	3.43
(Celebrity)	9781	6481	150.92	1.35	1.04
(Cavalier)	15321	13184	116.21	2.13	2.11
(Camaro)	13264	11280	117.59	1.83	1.80
(Citation)	6178	20350	40.19	1.13	3.25
(Malibu)	9598	8085	118.71	1.32	1.29
(Corvette)	968	1696	57.08	.13	.27
(Monte Carlo)	7789	6988	111.46	1.07	1.12
OLDSMOBILE	79992	62459	128.07	11.03	9.96
(Omega)	4329	8452	51.22	.60	1.35
(Firenza)	3238	1973	164.12	.45	.32
(Cutlass Ciera)	12495	9314	134.16	1.72	1.49
(Cutlass)	28196	22510	125.25	3.88	3.59
(Toronado)	2954	2404	122.88	.41	.38
PONTIAC	38231	39721	96.25	5.27	6.35
(1000)	2531	5870	43.12	.35	.94
(2000)	6466	5556	116.38	.89	.89
(6000)	5877	3328	176.59	.81	.53
(Phoenix)	2353	5689	41.36	.32	.91
(Bonneville)	6541	5670	115.20	.90	.91
(Firebird)	7367	6826	107.93	1.02	1.09
GEN. MTRS. CORP.	305609	277066	110.30	42.16	44.28
Misc. Domestic	49	245	20.00	.01	.04
Other Import	196931	167596	117.51	27.17	26.78
U. S. TOTAL	724911	625694	115.86		

UNITED STATES SUMMARY

©R. L. POLK & CO. 1983

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '83	% IND		YEAR END
	1983	1982	VS '82	1983	1982	1982
A.M.C.	49403	23008	214.72	2.62	1.37	108706
(Alliance)	33281	-	-	1.77	-	24637
(Concord)	5695	7901	72.08	.30	.47	31565
(Eagle)	8393	10109	83.03	.44	.60	35707
CHRYSLER	51552	29803	172.98	2.73	1.77	171878
(Le Baron)	17209	16276	105.73	.91	.97	85984
DODGE	77544	67357	115.12	4.11	4.01	302411
(Diplomat)	5474	4605	118.87	.29	.27	23168
(Colt)	8449	8973	94.16	.45	.53	36577
(Challenger)	3513	3119	112.63	.19	.19	13651
(Omni)	16229	19867	81.69	.86	1.18	78172
(Aries)	28649	24126	118.75	1.51	1.45	111646
(Dodge 400)	7544	4908	153.71	.40	.29	27466
(Dodge 600)	6397	-	-	.34	-	4559
PLYMOUTH	69411	67797	102.38	3.67	4.04	291189
(Champ/Colt)	7353	8568	85.82	.39	.51	35429
(Sapporo)	2949	2513	117.35	.16	.15	12241
(Horizon)	16284	21266	76.57	.86	1.27	82893
(Reliant)	38406	32219	119.20	2.03	1.92	145216
(Gran Fury)	4419	3231	136.77	.23	.19	15410
CHRYSLER CORP.	198507	164957	120.34	10.51	9.82	765478
FORD	214917	194553	110.47	11.38	11.57	889470
(Escort)	80514	84617	95.15	4.27	5.03	367286
(Fairmont)	28957	29184	99.22	1.53	1.74	131496
(Tempo)	2	-	-	-	-	9
(Granada)	-	25454	-	-	1.51	95551
(LTD)	69120	21313	324.31	3.66	1.27	137789
(Mustang)	26708	24701	108.13	1.41	1.47	115095
(T'Bird)	9616	9284	103.58	.51	.55	42244
LINCOLN	21712	16544	131.24	1.15	.98	87820
(Mark VI)	6339	4616	137.33	.34	.27	25929
MERCURY	78298	70125	111.65	4.14	4.18	316293
(Zephyr)	8709	9184	94.83	.46	.55	41071
(Topaz)	-	-	-	-	-	-
(Cougar)	5049	14589	34.61	.27	.87	57340
(Capri)	6132	6828	89.81	.32	.41	30162
(Lynx)	19143	25980	73.68	1.01	1.54	106789
LINC/MERC. DIV.	100010	86669	115.39	5.29	5.16	404113
FORD MOTOR CO.	314927	281222	111.99	16.67	16.73	1293583
BUICK	168101	145747	115.34	8.90	8.67	713671
(Skyhawk)	15009	3148	476.78	.79	.19	44986
(Skylark)	22290	40911	54.48	1.18	2.43	143012
(Century)	26164	15331	170.66	1.39	.91	96548
(Regal)	50776	46147	110.03	2.68	2.75	221483
(Riviera)	10323	9052	114.04	.55	.54	43099
CADILLAC	61604	50183	122.76	3.26	2.99	240197
(Cimarron)	4494	3832	117.28	.24	.23	13195
(Eldorado)	14064	11538	121.89	.74	.69	55761
(Seville)	6371	3584	114.09	.34	.33	23030
CHEVROLET	260970	276548	94.37	13.82	16.45	1222624
(Chevette)	39476	58333	67.67	2.09	3.47	229164
(Celebrity)	28728	13404	214.32	1.52	.80	96799
(Cavalier)	37400	28693	130.35	1.98	1.71	118110
(Camaro)	35184	23619	148.96	1.86	1.41	173686
(Citation)	26121	59661	43.78	1.38	3.54	184396
(Malibu)	24100	25519	94.44	1.28	1.52	107764
(Corvette)	3130	4770	65.62	.17	.28	21462
(Monte Carlo)	21141	21918	96.45	1.12	1.30	95619
OLDSMOBILE	198892	161004	123.53	10.53	9.58	775702
(Omega)	11147	20858	53.44	.59	1.24	71711
(Firenza)	8500	2455	346.23	.45	.15	26810
(Cutlass Ciera)	31714	18485	171.57	1.68	1.10	109942
(Cutlass)	68213	62375	109.36	3.61	3.71	276018
(Toronado)	7813	6618	118.06	.41	.39	32367
PONTIAC	100698	102327	98.41	5.33	6.09	461149
(100)	7790	15075	51.67	.41	.90	49286
(2000)	15388	12847	118.85	.81	.77	55702
(6000)	15728	7254	216.82	.83	.43	52687
(Phoenix)	7289	15911	45.81	.39	.95	48130
(Bonneville)	16275	16004	101.69	.86	.95	72933
(Firebird)	20549	14320	143.50	1.09	.85	98114
GEN. MTRS. CORP	790265	735809	107.40	41.84	43.78	3413343
Misc. Domestic	250	533	46.90	.01	.03	2499
Other Import	535516	475100	112.72	28.35	28.27	2170733
U. S. TOTAL	1888868	1680629	112.39			7754342

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE		% '83	% IND	
	1983		1983	1982	VS '82	1983	1982
Dodge	22694	10.00	52802	50288	105.02	8.91	9.41
Plymouth	851	.38	2136	2909	73.43	.36	.54
	-	-	-	-	-	-	-
Ford	71814	31.68	189053	147047	128.57	31.90	27.53
Chevrolet	68158	30.04	178041	182559	97.53	30.06	34.19
G.M.C.	16123	8.25	49923	46636	107.05	8.43	8.73
I.H.	3696	1.63	10001	10073	99.28	1.69	1.89
Jeep Truck	5677	2.50	15194	12780	118.89	2.57	2.39
Mack	1285	.57	3246	3868	83.97	.55	.72
Kenworth	540	.24	1346	1766	76.33	.23	.33
Peterbilt	581	.26	1452	1410	102.98	.25	.26
Daimler Benz Corp.	935	.41	2401	2535	94.71	.41	.47
Volvo White	405	.18	1059	980	108.06	.18	.18
Misc.	31445	13.86	85653	71345	120.05	14.46	13.36
U. S. Total	226904		592311	534188	110.88		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	32855	19947	-	-	-	-	-	-
(Dodge 1)	20277	13766	-	-	-	-	-	-
Plymouth *	1239	897	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Ford	65332	115435	-	-	-	2283	4322	1681
(Ford 2)	48045	45060	-	-	-	-	-	-
Chevrolet	96646	77711	1048	-	65	958	1488	125
(Chev 3)	66420	30922	-	-	-	-	-	-
G.M.C.	21113	23394	30	-	84	1391	2234	1177
(G.M.C. 4)	12363	9445	-	-	-	-	-	-
I.H.	-	-	-	-	-	3419	2399	4183
Jeep Truck	8551	6643	-	-	-	-	-	-
(Jeep 5)	8551	5347	-	-	-	-	-	-
Mack	-	-	-	-	-	438	197	2613
Kenworth	-	-	-	-	-	-	-	1348
Peterbilt	-	-	-	-	-	-	-	1452
Daimler-Benz Corp.	-	-	-	-	-	397	151	1853
Volvo White	-	-	-	-	-	-	183	876
Misc.	83652	1686	-	72	4	-	51	188
Total	309388	246213	1078	72	153	8886	11025	15496
1982 Total	276623	214108	4132	4	229	8676	12910	17506
1983 vs '82	111.84	114.99	26.09	-	66.81	102.42	85.40	88.52

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, S.U.V., S10 and Vans

* Plymouth Includes Trail Duster, Voyager, Scamp and Arrow

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are not available

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt Hatchback	8449	.45	8973	.53
Dodge Challenger	3513	.19	3119	.19
Plymouth Champ/Colt	7353	.39	8568	.51
Plymouth Sapporo	2949	.16	2513	.15
AMC Alliance	33281	1.76	-	-
Total Domestic Sponsored Imports	55545	2.94	23173	1.38
OTHER IMPORTS				
Isuzu	4047	.21	3350	.20
Nissan	121313	6.42	91881	5.47
Honda	87831	4.65	88207	5.25
Mazda	40395	2.14	33242	1.98
Mercedes-Benz	16174	.86	14782	.88
Renault	5449	.34	7350	.44
Subaru	33974	1.80	33333	1.98
Toyota	126496	6.70	114120	6.79
Volkswagen	33203	1.76	35121	2.09
Volvo	19504	1.03	15785	.94
Others	46130	2.44	37929	2.26
Total Other Imports	535518	28.35	475100	28.27
GRAND TOTAL ALL IMPORT CARS	591061	31.29	498273	29.65

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	1167	.20	7154	1.34
Dodge RAM 50	6235	1.05	9558	1.79
Ford Courier	7563	1.28	10309	1.93
Plymouth Arrow	447	.08	1636	.31
Total Domestic Sponsored Imports	15412	2.60	28657	5.36
OTHER IMPORTS				
Isuzu	4338	.73	3240	.61
Nissan	25311	4.27	22044	4.13
Mazda	13675	2.31	6450	1.21
Subaru	1589	.27	839	.16
Toyota	33208	5.61	30698	5.75
Volkswagen	5233	.88	7184	1.34
Others	1984	.33	439	.08
Total Other Import Trucks	85338	14.41	70894	13.27
GRAND TOTAL ALL IMPORT TRUCKS	100750	17.01	99551	18.64

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	37820	6.39	41319	7.73
DODGE RAMPAGE	2822	.48	3446	.65
FORD RANGER	36011	6.08	4335	.81
GMC S15	8243	1.39	7704	1.44

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443519	2185489
*1982	7754342	2430471

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

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MARCH 1983 ISSUED 05/83

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pocket summary

of registrations

APRIL
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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '83	% IND	
	1983	1982	VS '82	1983	1982
A.M.C.	16623	7767	214.02	2.28	1.16
(Alliance)	11422	-	-	1.57	-
(Concord)	1957	2626	74.52	.27	.39
(Eagle)	2563	2945	87.03	.35	.44
CHRYSLER	24017	16059	149.55	3.30	2.39
(Le Baron)	7574	9120	83.05	1.04	1.36
DODGE	31617	29089	108.69	4.33	4.32
(Diplomat)	2402	2437	98.56	.33	.36
(Colt)	2858	2863	99.83	.39	.43
(Challenger)	1420	1279	111.02	.19	.19
(Omni)	7357	7317	100.55	1.01	1.09
(Aries)	11103	11914	93.19	1.52	1.76
(Dodge 400)	3124	2590	120.62	.43	.39
(Dodge 600)	2780	-	-	.38	-
PLYMOUTH	28529	27942	102.10	3.92	4.16
(Champ/Colt)	2473	2463	100.41	.34	.37
(Sapporo)	1145	967	118.41	.16	.14
(Horizon)	7196	7704	93.41	.99	1.15
(Reliant)	16277	15146	107.47	2.23	2.25
(Gran Fury)	1438	1662	86.52	.20	.25
CHRYSLER CORP.	84163	73090	115.15	11.55	10.87
FORD	78665	80280	97.99	10.80	11.94
(Escort)	30887	33905	91.10	4.24	5.04
(Fairmont)	5236	11876	44.09	.72	1.77
(Tempo)	-	-	-	-	-
(Granada)	-	10106	-	-	1.50
(LTD)	22801	9546	238.85	3.13	1.42
(Mustang)	9984	11265	88.63	1.37	1.68
(T'Bird)	9757	3582	272.39	1.34	.53
LINCOLN	8192	6935	118.13	1.12	1.03
(Mark VI)	2383	2181	109.26	.32	.32
MERCURY	30253	28394	106.55	4.16	4.23
(Zephyr)	1577	3748	42.08	.22	.56
(Topaz)	-	-	-	-	-
(Cougar)	5490	5708	96.18	.75	.85
(Capri)	1709	2835	60.28	.23	.42
(Lynx)	7341	10240	71.69	1.02	1.53
LINC/MERC. DIV.	38445	35329	108.82	5.28	5.26
FORD MOTOR CO.	117110	115609	101.30	16.08	17.20
BUICK	67530	59886	112.76	9.27	8.91
(Skyhawk)	6883	3253	211.59	.94	.48
(Skylark)	8769	13464	65.13	1.20	2.00
(Century)	10195	7314	139.39	1.40	1.09
(Regal)	19756	19302	102.35	2.72	2.88
(Riviera)	3759	3478	108.08	.52	.52
CADILLAC	24087	19584	122.99	3.31	2.91
(Cimarron)	1753	1221	143.57	.24	.18
(Eldorado)	5380	4562	117.93	.74	.68
(Seville)	2452	2138	114.69	.34	.32
CHEVROLET	108214	109009	99.27	14.85	16.21
(Chevette)	15836	21235	74.57	2.17	3.14
(Celebrity)	11614	7104	163.49	1.59	1.06
(Cavalier)	18843	11600	162.44	2.58	1.73
(Camaro)	14809	16150	91.70	2.03	2.40
(Citation)	8863	16043	55.25	1.22	2.39
(Malibu)	9239	10025	92.16	1.27	1.49
(Corvette)	1944	2145	90.63	.27	.32
(Monte Carlo)	7865	8715	90.25	1.08	1.30
OLDSMOBILE	81620	67143	121.56	11.21	9.99
(Omega)	4911	6413	76.58	.67	.95
(Firenza)	3994	2366	168.81	.55	.35
(Cutlass Ciera)	12621	8855	142.53	1.73	1.32
(Cutlass)	27673	24589	112.54	3.81	3.66
(Toronado)	3199	2868	111.54	.44	.43
PONTIAC	40117	41276	97.19	5.51	6.14
(1000)	2749	4421	62.18	.38	.66
(2000)	7301	4780	152.74	1.00	.71
(6000)	8369	3979	180.07	.87	.59
(Phoenix)	2296	4075	56.34	.32	.61
(Bonneville)	6407	6299	101.71	.88	.94
(Firebird)	7666	9857	77.77	1.05	1.46
GEN. MTRS. CORP.	321958	298908	108.31	44.15	44.46
Misc. Domestic	52	200	26.00	.01	.03
Other Import	180893	170689	105.71	25.93	26.56
U. S. TOTAL	728409	672293	108.35		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '83	% IND		YEAR END
	1983	1982	VS '82	1983	1982	1982
A.M.C.	66026	30775	214.54	2.52	1.31	108706
(Alliance)	44703	-	-	1.71	-	24837
(Concord)	7632	10527	72.69	.29	.45	31565
(Eagle)	10956	13054	83.93	.42	.55	35707
CHRYSLER	75569	45862	164.77	2.89	1.95	171378
(Le Baron)	24783	25396	97.59	.95	1.08	85984
DODGE	109161	96446	113.18	4.17	4.10	302411
(Diplomat)	7876	7042	111.84	.30	.30	23168
(Colt)	11307	11836	95.53	.43	.50	36577
(Challenger)	4933	4398	112.16	.19	.19	13651
(Omni)	23586	27184	86.76	.90	1.16	78172
(Aries)	39752	36040	110.30	1.52	1.53	111646
(Dodge 400)	10668	7498	142.28	.41	.32	27466
(Dodge 600)	9177	-	-	.35	-	4559
PLYMOUTH	97940	95739	102.30	3.74	4.07	291189
(Champ/Colt)	9826	11031	89.08	.38	.47	35429
(Sapporo)	4094	3480	117.64	.16	.15	12241
(Horizon)	23480	28970	81.05	.90	1.23	82893
(Reliant)	54683	47365	115.45	2.08	2.01	145218
(Gran Fury)	5857	4893	119.70	.22	.21	15410
CHRYSLER CORP.	282670	238047	118.75	10.80	10.12	765478
FORD	293582	274833	106.82	11.22	11.68	809470
(Escort)	111401	118522	93.99	4.26	5.03	367286
(Fairmont)	34193	41060	83.28	1.31	1.75	131496
(Tempo)	2	-	-	-	-	9
(Granada)	-	35560	-	-	1.51	95551
(LTD)	91921	30859	297.87	3.51	1.31	137788
(Mustang)	36692	35966	102.02	1.40	1.53	115095
(T'Bird)	19373	12866	150.58	.74	.55	42244
LINCOLN	29904	23479	127.36	1.14	1.00	87020
(Mark VI)	8722	6797	128.32	.33	.29	25929
MERCURY	108551	98519	110.18	4.15	4.19	316293
(Zephyr)	10286	12932	79.54	.39	.55	41071
(Topaz)	-	-	-	-	-	-
(Cougar)	10539	20297	51.92	.40	.86	57340
(Capri)	7841	9663	81.14	.30	.41	30182
(Lynx)	26484	36220	73.12	1.02	1.55	108789
LINC/MERC. DIV.	138455	121998	113.49	5.29	5.19	404113
FORD MOTOR CO.	432037	396831	108.87	16.51	16.87	1293583
BUICK	235631	205633	114.59	9.00	8.74	713671
(Skyhawk)	21892	6401	342.01	.84	.27	94986
(Skylark)	31059	54375	57.12	1.19	2.31	143012
(Century)	36359	22645	160.56	1.39	.96	82548
(Regal)	70532	65449	107.77	2.68	2.78	221483
(Riviera)	14082	12530	112.39	.54	.53	43099
CADILLAC	85691	69767	122.82	3.27	2.97	240197
(Cimarron)	6247	5053	123.63	.24	.21	13195
(Eldorado)	19444	16100	120.77	.73	.69	55761
(Seville)	8823	7722	114.26	.34	.33	27333
CHEVROLET	369184	305557	95.75	14.11	16.37	1222624
(Chevette)	55312	79560	69.52	2.11	3.37	229164
(Celebrity)	40342	20506	196.71	1.54	.87	98799
(Cavalier)	56243	40293	139.59	2.16	1.71	118110
(Camaro)	49993	39769	125.71	1.91	1.69	173686
(Citation)	34984	75704	46.21	1.34	3.22	184396
(Malibu)	33339	35544	93.80	1.27	1.51	107764
(Corvette)	5074	6915	73.38	.19	.29	21462
(Monte Carlo)	29006	30633	94.69	1.11	1.30	85619
OLDSMOBILE	280512	228147	122.95	10.72	9.70	775702
(Omega)	16058	27271	58.88	.61	1.16	71711
(Firenza)	12494	4821	259.16	.48	.20	26810
(Cutlass Ciera)	44335	27340	162.16	1.69	1.16	109942
(Cutlass)	95886	86964	110.26	3.67	3.71	278628
(Toronado)	11012	9486	116.09	.42	.40	32367
PONTIAC	140815	143603	98.06	5.38	6.10	461149
(1000)	10539	19426	54.06	.40	.83	49286
(2000)	22689	17721	127.99	.87	.75	55703
(6000)	22097	11233	196.72	.84	.48	52697
(Phoenix)	9585	19906	47.96	.37	.85	40130
(Bonneville)	22682	22303	101.70	.87	.95	72933
(Firebird)	20215	24177	116.70	1.07	1.02	90114
GEN. MTRS. CORP.	1111833	1032707	107.66	42.48	43.86	3413343
Misc. Domestic	302	733	41.20	.01	.03	2499
Other Import	724409	653789	110.80	27.68	27.79	2170733
U. S. TOTAL	2617277	2352802	111.24			7754342

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE		% '83	% IND	
	1983		1983	1982	VS '82	1983	1982
Dodge	23696	9.72	76498	70871	107.94	9.15	9.41
Plymouth	871	.36	3007	3891	77.28	.36	.52
	-	-	-	-	-	-	-
Ford	77236	31.67	266289	215522	123.56	31.85	28.63
Chevrolet	73959	30.34	252000	250246	100.70	30.14	33.25
G.M.C.	21258	8.72	71181	67621	105.26	8.51	8.98
I.H.	3758	1.54	13759	13870	99.20	1.65	1.84
Jeep Truck	5454	2.24	20648	17371	118.86	2.47	2.31
Mack	1360	.56	4608	5211	88.43	.55	.69
Kenworth	690	.28	2038	2356	86.50	.24	.31
Peterbilt	652	.27	2104	1904	110.50	.25	.25
Daimler-Benz Corp.	1269	.52	3670	3389	108.29	.44	.45
Volvo White	430	.18	1489	1279	116.42	.18	.17
Misc.	33165	13.60	118818	99308	119.65	14.21	13.19
U. S. Total	243798		836109	752839	111.06		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	46923	29575	-	-	-	-	-	-
(Dodge 1)	28713	20578	-	-	-	-	-	-
Plymouth *	1711	1296	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Ford	93822	161348	-	-	-	2987	5761	2373
(Ford 2)	70102	62539	-	-	-	-	-	-
Chevrolet	137161	109290	2103	-	79	1287	1905	175
(Chev 3)	94550	43772	-	-	-	-	-	-
G.M.C.	30111	34320	50	-	98	1746	2999	1857
(G.M.C. 4)	17996	12801	-	-	-	-	-	-
I.H.	-	-	-	-	-	4581	3330	5848
Jeep Truck	12077	8571	-	-	-	-	-	-
(Jeep 5)	12077	8991	-	-	-	-	-	-
Mack	-	-	-	-	-	590	274	3744
Kenworth	-	-	-	-	-	-	-	2038
Peterbilt	-	-	-	-	-	-	-	2104
Daimler-Benz Corp.	-	-	-	-	-	554	238	2878
Volvo White	-	-	-	-	-	-	238	1251
Misc.	11814	2250	-	91	5	-	72	252
Total	437953	346648	2153	91	182	11745	14817	22520
1982 Total	388429	302519	6001	4	388	12042	19868	23407
1983 vs '82	112.75	114.59	35.88	-	46.91	97.53	74.20	95.86

(Mamo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10 and Vans

* Plymouth Includes Trail Duster, Voyager, Scamp and Arrow.

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are not available

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt Hatchback	11307	.43	11836	.50
Dodge Challenger	4033	.19	4398	.19
Plymouth Champ/Colt	9826	.38	11031	.47
Plymouth Sapporo	4094	.16	3480	.15
AMC Alliance	44703	1.71	-	-
Total Domestic Sponsored Imports	74863	2.86	30745	1.31
OTHER IMPORTS				
Isuzu	5228	.20	4510	.19
Nissan	165183	6.31	128102	5.44
Honda	117019	4.47	117683	5.00
Mazda	55885	2.14	46158	1.96
Mercedes-Benz	22011	.84	20504	.87
Renault	9091	.35	10707	.46
Subaru	45847	1.75	44730	1.90
Toyota	169198	6.46	158519	6.74
Volkswagen	44221	1.69	48315	2.05
Volvo	27368	1.05	22358	.95
Others	63358	2.42	52203	2.22
Total Other Imports	724409	27.68	653789	27.79
GRAND TOTAL ALL IMPORT CARS	799272	30.54	684534	29.09

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	1463	.17	9375	1.25
Dodge RAM 50	8254	.99	12035	1.60
Ford Courier	8136	.97	12183	1.62
Plymouth Arrow	572	.07	2137	.28
Total Domestic Sponsored Imports	18425	2.20	35730	4.75
OTHER IMPORTS				
Isuzu	5909	.71	4627	.61
Nissan	35204	4.21	30313	4.03
Mazda	19607	2.35	9602	1.28
Subaru	2042	.24	1313	.17
Toyota	46138	5.52	42728	5.68
Volkswagen	6783	.81	9601	1.28
Others	2715	.32	550	.07
Total Other Import Trucks	118398	14.16	98734	13.11
GRAND TOTAL ALL IMPORT TRUCKS	136823	16.36	134464	17.86

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	53581	6.41	58349	7.75
DODGE RAMPAGE	3870	.46	4939	.66
FORD RANGER	51875	6.20	12805	1.70
GMC S15	11792	1.41	11292	1.49

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1973	11350995	3029074
*1974	8701094	2456918
*1975	8261848	2387417
*1976	9751685	3051000
*1977	10826234	3590328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754362	2430671

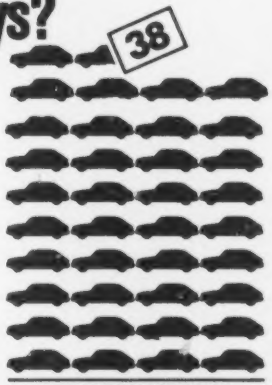
TOTALS INCLUDE ALAEKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-83

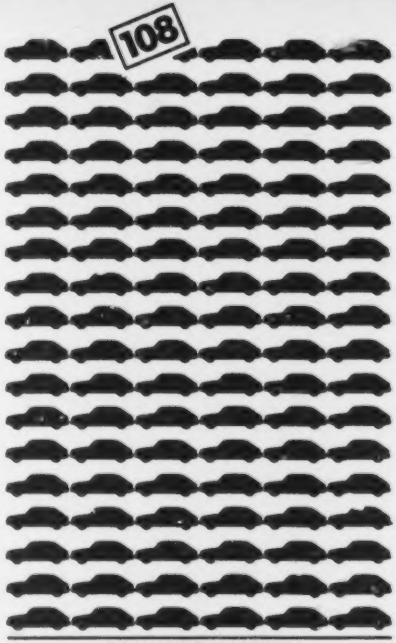
APRIL 1983 ISSUED 08/83

How many new car buyers per 100 households are you getting with your media buys?

ALL HOUSEHOLDS



POLK SELECTED HOUSEHOLDS
@ 2,000,000 LEVEL



POLK SELECTED HOUSEHOLDS
@ 110,500 LEVEL

R. L. POLK & CO.

DETROIT, MICH.

6

C7715-3A

pocket summary

MAY
1983

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '83 VS '82	% IND	
	1983	1982		1983	1982
A.M.C.	16527	7802	211.83	2.14	1.19
(Alliance)	11216	-	-	1.45	-
(Concord)	2023	3012	67.16	.26	.42
(Eagle)	2591	2835	91.39	.34	.40
CHRYSLER	23127	5191	152.24	2.99	2.15
(Le Baron)	7641	8214	93.02	.99	1.16
DODGE	33195	24341	136.37	4.30	3.43
(Diplomat)	2391	2578	92.75	.31	.36
(Colt)	2282	1615	141.21	.30	.23
(Challenger)	1350	1093	123.51	.17	.15
(Omni)	8983	6295	142.70	1.16	.89
(Aries)	11989	10020	119.65	1.56	1.42
(Dodge 400)	3272	2153	151.97	.42	.30
(Dodge 600)	2419	-	-	.31	-
PLYMOUTH	31744	24329	130.48	4.11	3.44
(Champ/Colt)	1951	1487	131.20	.25	.21
(Sapporo)	1059	705	150.21	.14	.10
(Horizon)	8706	6827	127.52	1.13	.96
(Reliant)	18355	13343	137.56	2.37	1.89
(Gran Fury)	1673	1967	85.05	.22	.28
CHRYSLER CORP.	88066	63861	137.90	11.40	9.02
FORD	86601	79706	108.65	11.21	11.26
(Escort)	35211	32207	109.33	4.56	4.56
(Fairmont)	3853	11360	33.92	.50	1.60
(Tempo)	840	-	-	.11	-
(Granada)	-	10180	-	-	1.44
(LTD)	25716	11635	221.02	3.33	1.64
(Mustang)	10162	10140	100.22	1.31	1.43
(T'Bird)	10819	4184	258.58	1.40	.59
LINCOLN	7505	8121	92.41	.97	1.15
(Mark VI)	2346	2738	85.68	.30	.39
MERCURY	33018	28693	115.07	4.27	4.05
(Zephyr)	940	3488	26.95	.12	.49
(Topaz)	225	-	-	.03	-
(Cougar)	7326	5960	122.92	.95	.84
(Capri)	1616	2610	61.92	.21	.37
(Lynx)	8162	9513	85.80	1.05	1.34
LINC/MERC. DIV.	40523	36814	110.07	5.24	5.20
FORD MOTOR CO.	127124	116529	109.10	16.45	16.46
BUICK	71974	68938	104.40	9.31	9.74
(Skyhawk)	7517	4024	186.80	.97	.57
(Skylark)	9563	12382	77.23	1.24	1.75
(Century)	10497	8364	125.50	1.36	1.18
(Regal)	20239	23290	86.90	2.62	3.30
(Riviera)	3835	4422	88.08	.50	.62
CADILLAC	25553	22645	112.84	3.31	3.20
(Cimarron)	1824	958	190.40	.24	.14
(Eldorado)	5553	5455	101.80	.72	.76
(Seville)	2531	1810	139.22	.33	.26
CHEVROLET	115341	120636	95.61	14.92	17.05
(Chevette)	16073	20310	79.14	2.08	2.87
(Celebrity)	12150	8805	138.75	1.57	1.26
(Cavalier)	21957	10010	219.35	2.85	1.41
(Camaro)	15712	22811	69.49	2.03	3.20
(Citation)	8617	14906	57.81	1.11	2.11
(Malibu)	9122	10921	83.53	1.18	1.54
(Corvette)	3201	2357	135.81	.41	.33
(Monte Carlo)	7932	10559	75.12	1.03	1.49
OLDSMOBILE	86350	77101	112.00	11.17	10.89
(Omega)	5297	6183	85.67	.69	.87
(Firenza)	4343	2549	170.38	.56	.36
(Cutlass Ciera)	14057	9717	144.66	1.82	1.37
(Cutlass)	28593	20237	101.26	3.69	4.00
(Toronado)	3214	3346	96.05	.42	.47
PONTIAC	44448	45735	97.19	5.75	6.46
(1000)	3047	3908	77.97	.39	.55
(2000)	8603	4650	184.69	1.12	.66
(6000)	6980	4418	158.06	.90	.62
(Phoenix)	2388	3755	63.60	.31	.53
(Bonneville)	5899	7648	80.21	.89	1.08
(Firebird)	7709	11488	67.12	1.00	1.63
GEN. MTRS. CORP.	343665	335055	102.57	44.46	47.34
Misc. Domestic	38	408	9.34	.01	.06
Other Imports	197420	184222	107.16	25.54	26.02
U. S. TOTAL	772842	707889	109.18		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		X '83	X END		YEAR END
	1983	1982	VS '82	1983	1982	1982
A.M.C.	82553	38577	214.00	2.44	1.26	108706
(Alliance)	5591	-	-	1.65	-	24637
(Concord)	9675	13539	71.46	.29	.44	31565
(Eagle)	13547	15885	85.26	.40	.52	35707
CHRYSLER	98696	61053	161.66	2.91	1.99	171878
(Le Baron)	32424	33610	96.47	.96	1.09	85984
DODGE	142356	120787	117.86	4.20	3.95	302411
(Diplomat)	10267	9620	106.73	.30	.31	23168
(Colt)	13589	13452	101.02	.40	.44	36577
(Challenger)	6283	5491	114.42	.19	.18	13651
(Omni)	32569	33479	97.28	.96	1.09	78172
(Aries)	51741	46060	112.33	1.53	1.51	111696
(Dodge 400)	13940	9651	144.44	.41	.32	27466
(Dodge 600)	11596	-	-	.34	-	4559
PLYMOUTH	129684	120068	108.01	3.83	3.92	291189
(Champ/Colt)	11777	12516	94.08	.35	.41	35429
(Sapporo)	5153	4185	123.13	.15	.14	12241
(Horizon)	32186	35797	89.91	.95	1.17	82893
(Reliant)	73038	60708	120.31	2.16	1.98	145216
(Gran Fury)	7530	6860	109.77	.22	.22	15410
CHRYSLER CORP	370736	301908	122.80	10.94	9.86	765478
FORD	380183	354539	107.23	11.21	11.58	889470
(Escort)	146612	150729	97.27	4.33	4.92	367286
(Fairmont)	38046	52420	72.58	1.12	1.71	131496
(Tempo)	842	-	-	.02	-	9
(Granada)	-	4570	-	-	1.49	95551
(LTD)	117637	42494	276.83	3.47	1.39	137789
(Mustang)	46854	46106	101.62	1.38	1.51	115095
(T-Bird)	30192	17050	177.08	.89	.56	42244
LINCOLN	37409	31600	118.38	1.10	1.03	87820
(Mark VI)	11066	9535	116.08	.32	.31	25929
MERCURY	141569	127212	111.29	4.18	4.16	316293
(Zephyr)	11226	16420	68.37	.33	.54	41071
(Topaz)	225	-	-	.01	-	-
(Cougar)	17865	26257	68.04	.53	.86	57340
(Capri)	9457	12273	77.06	.28	.40	30162
(Lynx)	34646	45733	75.76	1.02	1.49	106788
LINC/MERC. DIV.	178978	158812	112.70	5.28	5.19	404113
FORD MOTOR CO.	559161	513351	108.92	16.49	16.77	1293583
BUICK	307605	274571	112.03	9.07	8.97	713671
(Skyhawk)	29409	10425	282.10	.87	.34	44986
(Skylark)	40622	66757	60.85	1.20	2.18	143012
(Century)	46856	31009	151.10	1.38	1.01	96548
(Regal)	90771	88739	102.29	2.67	2.91	221483
(Riviera)	17977	16952	106.05	.53	.55	43099
CADILLAC	111244	92412	120.38	3.28	3.02	240197
(Cimarron)	8071	6011	134.27	.24	.20	13195
(Eldorado)	24997	21555	115.97	.74	.70	55761
(Seville)	11354	9540	119.01	.33	.31	23030
CHEVROLET	484525	506193	95.72	14.30	16.54	1222624
(Chevette)	71389	99878	71.47	2.11	3.26	229164
(Celebrity)	52492	29393	178.59	1.55	.96	96799
(Cavalier)	78200	50303	155.46	2.31	1.64	118110
(Camaro)	65705	62380	105.33	1.94	2.04	173688
(Citation)	43601	90610	48.12	1.29	2.96	184396
(Malibu)	42461	46485	91.38	1.25	1.52	107764
(Corvette)	8275	9272	89.25	.24	.30	21482
(Monte Carlo)	36938	41192	89.67	1.09	1.35	95819
OLDSMOBILE	366862	305240	120.18	10.82	9.97	775702
(Omega)	21355	33454	63.83	.63	1.09	71711
(Firenza)	10837	7370	220.45	.50	.24	26810
(Cutlass Ciera)	58392	37057	157.57	1.72	1.21	109942
(Cutlass)	124479	115201	108.05	3.67	3.76	276028
(Toronado)	14226	12832	110.86	.42	.42	32387
PONTIAC	185263	189330	97.85	5.46	6.19	461149
(1000)	13586	23404	58.05	.40	.76	49206
(2000)	31292	22385	139.79	.92	.73	55702
(6000)	29077	15649	185.81	.86	.51	52607
(Phoenix)	11973	23741	50.43	.35	.78	48130
(Bonneville)	29581	29951	98.76	.87	.98	72933
(Firebird)	35924	35663	100.73	1.06	1.17	98114
GEN. MTRS. CORP	1455-99	1367782	106.41	42.93	44.69	3411314
Misc. Domestic	341	1142	29.86	.01	.04	2498
Other Import	921028	838011	110.00	27.18	27.38	2170733
U. S. TOTAL	3390119	3060751	110.76			7754346

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '83	% IND	
	1983		1983	1982	VS '82	1983	1982
Dodge	23288	9.17	99786	90525	110.23	9.15	9.25
Plymouth	848	.33	3855	4663	82.67	.35	.48
	-	-	-	-	-	-	-
Ford	81034	31.91	347325	288264	120.49	31.88	29.44
Chevrolet	78981	31.10	330981	321960	102.80	30.36	32.87
G.M.C.	22388	8.82	93569	88275	106.00	8.58	9.02
I.H.	4026	1.59	17765	17771	100.04	1.63	1.82
Jeep Truck	6016	2.37	26664	22908	116.40	2.45	2.34
Mack	1196	.47	5804	6617	86.93	.53	.68
Kenworth	574	.23	2612	3103	84.18	.24	.32
Peterbilt	581	.23	2685	2405	111.64	.25	.25
Daimler-Benz Corp.	1042	.41	4712	4295	109.71	.43	.44
Volvo White	366	.14	1857	1562	118.89	.17	.16
Misc.	33601	13.23	152419	126608	120.38	13.98	12.93
U. S. Total	253943		1099052	979016	111.34		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	60706	39080	-	-	-	-	-	-
(Dodge 1)	36886	27459	-	-	-	-	-	-
Plymouth *	2158	1697	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Ford	123245	209999	-	-	-	3717	7404	2958
(Ford 2)	92834	81289	-	-	-	-	-	-
Chevrolet	179682	143081	3684	-	106	1788	2441	199
(Chev. 3)	123030	58108	-	-	-	-	-	-
G.M.C.	3981	45169	90	-	131	2243	3696	2426
(G.M.C. 4)	24001	17583	-	-	-	-	-	-
I.H.	-	-	-	-	-	6064	4243	1478
Jeep Truck	15811	10853	-	-	-	-	-	-
(Jeep 5)	15811	8933	-	-	-	-	-	-
Mack	-	-	-	-	-	749	388	4667
Kenworth	-	-	-	-	-	-	-	2012
Peterbilt	-	-	-	-	-	-	-	2685
Daimler-Benz Corp.	-	-	-	-	-	695	307	3710
Volvo White	-	-	-	-	-	-	298	1559
Misc.	14907	2871	-	115	5	-	106	315
Total	570423	452750	3774	115	242	15256	18883	28609
1982 Total	503176	396254	7793	4	534	15397	25561	30297
1983 vs '82	113.36	114.26	48.43	-	45.32	99.08	73.87	94.43

(Mexa Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Rampharger, Ram 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10 and Vans

* Plymouth Includes Trail Duster, Voyager, Scamp and Arrow

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are not available

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt Hatchback	13589	.40	13452	.44
Dodge Challenger	6283	.19	5491	.18
Plymouth Champ/Colt	11777	.35	12518	.41
Plymouth Sapporo	5153	.15	4185	.14
AMC Alliance	55919	1.65	-	-
Total Domestic Sponsored Imports	92721	2.74	35646	1.16
OTHER IMPORTS				
Isuzu	6833	.20	5596	.18
Nissan	207842	6.13	167097	5.46
Honda	151191	4.46	148252	4.84
Mazda	69953	2.06	59625	1.95
Mercedes-Benz	28319	.84	26410	.86
Renault	12423	.37	13641	.45
Subaru	58617	1.73	55170	1.80
Toyota	214007	6.31	206242	6.74
Volkswagen	55900	1.65	59974	1.96
Volvo	36019	1.06	29067	.95
Others	80925	2.39	66937	2.19
Total Other Imports	921829	27.19	838011	27.38
GRAND TOTAL ALL IMPORT CARS	1014550	29.93	873657	28.54

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	1723	.16	11416	1.17
Dodge RAM 50	10274	.94	13937	1.42
Ford Courier	8448	.76	13609	1.39
Plymouth Arrow	653	.06	2508	.26
Total Domestic Sponsored Imports	21098	1.94	41470	4.24
OTHER IMPORTS				
Isuzu	7950	.73	6166	.63
Nissan	45050	4.13	37397	3.85
Mazda	25065	2.30	13144	1.34
Subaru	2486	.23	1850	.19
Toyota	59439	5.45	54359	5.55
Volkswagen	8400	.77	11877	1.21
Others	3498	.32	779	.08
Total Other Import Trucks	151878	13.93	125972	12.86
GRAND TOTAL ALL IMPORT TRUCKS	172976	15.87	167442	17.09

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	69591	6.41	74419	7.60
DODGE RAMPAGE	4986	.46	6703	.68
FORD RANGER	67964	6.23	24716	2.52
GMC S15	13653	1.44	14985	1.53

UNITED STATES SUMMARY

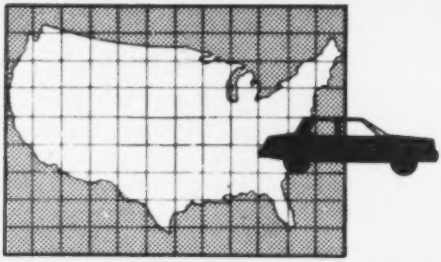
NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1973	11350093	3029074
*1974	8701894	2656918
*1975	8261860	2397617
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2676777
*1981	8463919	2185489
*1982	7754342	2630471

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-83

MAY 1983 ISSUED 07/83



POLK AUTOMOTIVE MARKET INFORMATION SYSTEM

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- What are the demographic characteristics of the new Thunderbird purchasers?

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6400 Monroe Blvd. • Taylor, MI 48180
Tel. (313) 292-3200

8/29/83
C 7715-3B

JUNE
1983

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

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NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt Hatchback	16589	.39	15834	.42
Dodge Challenger	7989	.19	6801	.18
Plymouth Champ/Colt	14571	.34	14715	.39
Plymouth Sapporo	6562	.15	5183	.14
AMC Alliance	68024	1.60	-	-
Total Domestic Sponsored Imports	113735	2.67	42533	1.13
OTHER IMPORTS				
Isuzu	8338	.20	6682	.18
Nissan	257058	6.04	213603	5.66
Honda	188702	4.43	180789	4.79
Mazda	85250	2.00	73253	1.94
Mercedes-Benz	34964	.82	31923	.84
Renault	18247	.38	17154	.45
Subaru	71294	1.67	66675	1.76
Toyota	266313	6.25	256200	6.78
Volkswagen	68564	1.61	72476	1.92
Volvo	45954	1.08	36944	.98
Others	101790	2.39	81638	2.16
Total Other Imports	1144476	26.87	1037497	27.46
GRAND TOTAL ALL IMPORT CARS	1258211	29.54	1080030	28.59

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	1880	.14	13048	1.08
Dodge RAM 50	12618	.92	16027	1.33
Ford Courier	8649	.63	15644	1.30
Plymouth Arrow	713	.05	2928	.24
Total Domestic Sponsored Imports	23858	1.75	47645	3.96
OTHER IMPORTS				
Isuzu	9819	.72	7818	.65
Nissan	56419	4.13	44717	3.71
Mazda	31053	2.27	16371	1.36
Subaru	2924	.21	2383	.20
Toyota	74755	5.48	65791	5.46
Volkswagen	9976	.73	14071	1.17
Others	4418	.32	1009	.08
Total Other Import Trucks	189364	13.87	152160	12.63
GRAND TOTAL ALL IMPORT TRUCKS	213222	15.62	199805	16.59

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	89215	6.54	90344	7.50
DODGE RAMPAGE	5999	.44	8656	.72
FORD RANGER	85886	6.29	37934	3.15
GMC S15	20100	1.47	18662	1.55

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

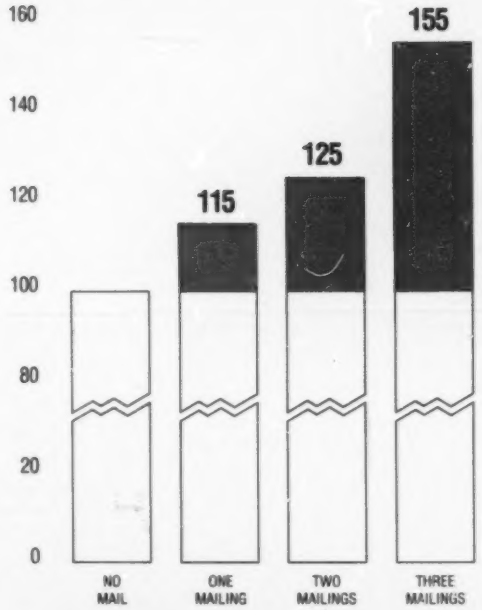
YEAR	CARS	TRUCKS
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261848	2397417
*1976	9751485	3018889
*1977	10826234	3589328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-83

JUNE 1983 ISSUED 08/83

CONSIDERATION...



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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JUNE		% '83 VS '82	% IND	
	1983	1982		1983	1982
A.M.C.	16185	7499	215.83	1.86	1.05
(Alliance)	12105	-	-	1.39	-
(Concord)	1399	2800	49.96	.16	.39
(Eagle)	2225	3021	73.65	.26	.43
CHRYSLER	23985	16086	149.10	2.76	2.24
(Le Baron)	8159	8738	93.37	.94	1.22
DODGE	36439	25416	143.37	4.20	3.54
(Diplomat)	2864	2637	108.61	.33	.37
(Colt)	3000	2382	125.94	.35	.33
(Challenger)	1706	1310	130.23	.20	.18
(Omni)	9981	8155	162.16	1.15	.86
(Aries)	12717	9864	128.92	1.47	1.37
(Dodge 400)	3163	2430	130.16	.36	.34
(Dodge 600)	2532	-	-	.29	-
PLYMOUTH	30358	26093	116.35	3.49	3.64
(Cheap/Colt)	2794	2197	127.17	.32	.31
(Sapporo)	1409	998	141.18	.16	.14
(Horizon)	9750	6943	140.43	1.12	.97
(Reliant)	14600	13886	105.14	1.68	1.93
(Gran Fury)	1805	2069	87.24	.21	.29
CHRYSLER CORP.	90702	67594	134.20	10.45	9.42
FORD	102455	88547	115.71	11.79	12.35
(Escort)	40641	36939	110.02	4.67	5.16
(Fairmont)	3040	12851	23.66	.35	1.79
(Tempo)	8678	-	-	1.00	-
(Granada)	-	11079	-	-	1.54
(LTD)	25461	12339	206.35	2.93	1.72
(Mustang)	11893	11135	106.81	1.37	1.55
(T'Bird)	12742	4204	303.09	1.47	.59
LINCOLN	8127	7949	102.24	.94	1.11
(Mark VI)	2615	2531	103.32	.31	.35
MERCURY	39456	30961	127.44	4.54	4.31
(Zephyr)	975	4888	20.90	.11	.65
(Topaz)	2363	-	-	.27	-
(Cougar)	8300	6752	122.93	.96	.94
(Capri)	2291	2348	97.57	.26	.33
(Lynx)	9558	9963	95.93	1.10	1.38
LINC/MERC. DIV.	47583	38910	122.29	5.48	5.42
FORD MOTOR CO.	150038	127457	117.72	17.27	17.77
BUICK	80972	66641	121.50	9.32	9.29
(Skyhawk)	8169	5334	153.15	.94	.74
(Skylark)	12098	11863	103.73	1.39	1.63
(Century)	12717	8381	151.74	1.46	1.17
(Regal)	21970	21901	100.32	2.53	3.05
(Riviera)	3993	4272	93.47	.46	.60
CADILLAC	25967	20803	124.82	2.99	2.90
(Cimarron)	1964	633	310.27	.23	.09
(Eldorado)	5793	5275	109.82	.67	.73
(Seville)	2637	1544	170.79	.30	.22
CHEVROLET	137245	111039	122.72	15.79	15.50
(Chevette)	18378	17723	103.70	2.12	2.47
(Celebrity)	15277	9429	162.02	1.76	1.31
(Cavalier)	28584	9331	307.41	3.29	1.30
(Camaro)	18060	21335	84.65	2.08	2.98
(Citation)	11860	13342	87.39	1.34	1.86
(Malibu)	10255	10559	97.12	1.18	1.47
(Corvette)	3132	2037	153.76	.36	.28
(Monte Carlo)	8941	9199	97.20	1.03	1.28
OLDSMOBILE	93541	73020	128.10	10.77	10.18
(Omega)	6339	5606	113.08	.73	.78
(Firenza)	5504	2702	203.70	.63	.38
(Cutlass Ciera)	16561	10201	162.35	1.91	1.42
(Cutlass)	29511	26905	109.69	3.40	3.75
(Toronado)	3285	3276	100.27	.38	.46
PONTIAC	51309	42755	120.01	5.91	5.96
(1000)	3635	3305	109.98	.42	.46
(2000)	10403	4410	235.90	1.19	.61
(6000)	7696	4315	178.35	.89	.60
(Phoenix)	2748	3818	71.97	.32	.53
(Bonneville)	7522	7048	106.78	.87	.98
(Firebird)	8550	11237	76.09	.98	1.56
GEN. MTRS. CORP.	389334	315058	123.48	44.78	43.91
Misc. Domestic	52	263	19.77	.01	.04
Other Import	222647	199480	111.61	25.62	27.81
U. S. TOTAL	868718	717358	121.10		

UNITED STATES SUMMARY

CR. L. POLK & CO. 1983 JUNE 1983 ISSUED 08/83 A. 1-83

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '83 VS '82	% IND		YEAR END 1982
	1983	1982		1983	1982	
A.M.C.	98738	46078	214.29	2.32	1.22	108706
(Alliance)	68024	-	-	1.60	-	24837
(Concord)	11074	16339	67.78	.26	.43	31565
(Eagle)	15772	18910	83.41	.37	.50	35707
CHRYSLER	122681	77139	159.04	2.88	2.04	171878
(Le Baron)	40583	42348	95.83	.95	1.12	85984
DODGE	178795	146203	122.29	4.20	3.87	302411
(Diplomat)	13131	12257	107.13	.31	.32	23168
(Colt)	16589	15834	104.77	.39	.42	36577
(Challenger)	7989	8801	117.47	.19	.18	13651
(Omni)	42550	39634	107.36	1.00	1.05	70172
(Aries)	64456	55424	115.26	1.51	1.46	111648
(Dodge 400)	17103	12081	141.57	.40	.32	21466
(Dodge 600)	14128	-	-	.33	-	4559
PLYMOUTH	160042	146161	109.50	3.76	3.87	291189
(Cheap/Colt)	14571	14715	99.02	.34	.39	35429
(Sapporo)	6562	5183	126.61	.15	.14	12241
(Horizon)	41936	42740	98.12	.98	1.13	82893
(Reliant)	87638	74554	117.49	2.07	1.97	145216
(Gran Fury)	9335	8929	104.55	.22	.24	15410
CHRYSLER CORP.	461518	369503	124.90	10.84	9.78	765478
FORD	482838	443086	108.93	11.33	11.73	889470
(Escort)	187253	187668	99.78	4.40	4.97	367286
(Fairmont)	41086	65271	62.95	.96	1.73	131496
(Tempo)	9520	-	-	.22	-	8
(Granada)	-	56819	-	-	1.50	95551
(LTD)	143098	54833	260.97	3.36	1.45	137789
(Mustang)	58747	57241	102.63	1.38	1.52	115095
(T'Bird)	42934	21254	202.00	1.01	.56	42244
LINCOLN	45536	39549	115.14	1.07	1.05	87820
(Mark VI)	13683	12066	113.40	.32	.32	25929
MERCURY	181025	158173	114.45	4.25	4.18	316293
(Zephyr)	12201	21086	57.86	.29	.56	41071
(Topaz)	2588	-	-	.06	-	-
(Cougar)	26165	33009	79.27	.61	.87	57340
(Capri)	11748	14621	80.35	.28	.39	30162
(Lynx)	44204	55696	79.37	1.03	1.47	106789
LINC/MERC. DIV.	226561	197722	114.59	5.32	5.23	404113
FORD MOTOR CO.	709198	640808	110.67	16.65	16.96	1293583
BUICK	388577	341212	113.88	9.12	9.03	713671
(Skyhawk)	37578	15759	238.45	.88	.42	44986
(Skylark)	52720	78420	67.23	1.24	2.08	143012
(Century)	59573	39390	151.24	1.40	1.04	96548
(Regal)	112741	110640	101.90	2.64	2.92	221483
(Riviera)	21970	21224	103.51	.52	.56	43099
CADILLAC	137211	113215	121.20	3.22	3.00	240197
(Cimarron)	10035	6644	151.04	.24	.18	13195
(Eldorado)	30790	25830	119.18	.72	.71	55761
(Seville)	13991	11084	126.23	.33	.29	23030
CHEVROLET	621770	618032	100.60	14.61	16.36	1222824
(Chevette)	88783	117801	76.33	2.11	3.11	229184
(Celebrity)	67769	38822	174.56	1.59	1.03	98799
(Cavalier)	106884	59634	179.23	2.51	1.58	218110
(Camaro)	83765	83715	100.06	1.97	2.22	173686
(Citation)	55261	103952	53.16	1.30	2.75	184396
(Malibu)	52718	57024	92.45	1.24	1.51	107784
(Corvette)	11407	11309	100.87	.27	.30	21468
(Monte Carlo)	45879	50391	91.05	1.08	1.33	95819
OLDSMOBILE	460403	378268	121.71	10.81	10.01	775702
(Omega)	27694	39560	70.00	.65	1.03	71711
(Firenza)	22341	10072	221.81	.52	.27	26810
(Cutlass Ciera)	74953	47258	158.60	1.76	1.25	109948
(Cutlass)	153990	142106	108.36	3.62	3.76	276028
(Toronado)	17511	16108	108.71	.41	.43	32367
PONTIAC	236572	232093	101.93	5.55	6.14	481149
(1000)	17221	26709	64.48	.40	.71	49286
(2000)	41695	26795	155.61	.98	.71	55702
(6000)	36773	19964	184.20	.86	.53	52687
(Phoenix)	14721	27559	53.42	.35	.73	43130
(Bonneville)	37103	38997	100.26	.87	.98	72933
(Firebird)	44474	46900	94.83	1.04	1.23	98114
GEN. MTRS. CORP.	1844531	1682820	109.61	43.31	44.54	3413343
Misc. Domestic	393	1405	27.97	.01	.04	2499
Other Import	1144476	1037497	110.31	26.87	27.46	2170733
U. S. TOTAL	4258857	3778109	112.72			7754342

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JUNE	% IND	YEAR TO DATE		% '83 VS '82	% IND	
	1983		1983	1982		1983	1982
Dodge	23979	8.72	123765	110860	111.64	9.07	9.20
Plymouth	913	.33	4768	5583	85.40	.35	.46
	-	-	-	-	-	-	-
Ford	85540	31.47	433863	363511	119.35	31.80	30.18
Chevrolet	86598	31.50	417579	390445	106.95	30.59	32.43
G.M.C.	24313	8.84	117882	108451	108.70	8.64	9.00
I.H.	4107	1.49	21892	21604	101.33	1.60	1.79
Jeep Truck	6566	2.39	33230	29232	113.66	2.43	2.43
Mack	1333	.48	7137	8047	88.69	.52	.67
Kenworth	458	.17	3070	3762	81.61	.22	.31
Peterbilt	510	.19	3195	2942	108.60	.23	.24
Daimler-Benz Corp.	1522	.55	6234	5150	121.05	.46	.43
Volvo White	523	.19	2380	1930	123.32	.17	.16
Misc.	37627	13.69	190046	153021	124.20	13.92	12.70
U. S. Total	274989		1365041	1205138	113.32		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	74307	49458	-	-	-	-	-	-
(Dodge 1)	45599	35062	-	-	-	-	-	-
Plymouth +	2595	2173	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Ford	156384	260675	-	-	-	4357	8854	3593
(Ford 2)	119052	101334	-	-	-	-	-	-
Chevrolet	226833	179430	5705	-	129	2196	3054	232
(Chev 3)	155049	73868	-	-	-	-	-	-
G.M.C.	50922	56661	130	-	136	2569	4481	2983
(G.M.C. 4)	31096	22923	-	-	-	-	-	-
I.H.	-	-	-	-	-	7689	5308	8895
Jeep Truck	19842	13388	-	-	-	-	-	-
(Jeep 5)	19842	11132	-	-	-	-	-	-
Mack	-	-	-	-	-	992	497	5648
Kenworth	-	-	-	-	-	-	-	3070
Peterbilt	-	-	-	-	-	-	-	3195
Daimler-Benz Corp.	-	-	-	-	-	853	425	4956
Volvo White	-	-	-	-	-	-	403	1977
Misc.	185732	3632	-	149	5	-	127	401
Total	718615	565417	5835	149	270	18656	23149	34950
1982 Total	617788	490467	9704	5	755	18505	30186	37128
1983 vs '82	116.00	115.26	60.13	-	35.76	100.82	76.69	94.13

(Make Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Rampage, Ram 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10 and Vans

+ Plymouth Includes Trail Duster, Voyager, Scamp and Arrow

4 Includes Vans, J-ser, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are not available

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JULY
1983

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '83 VS '82	% IND	
	1983	1982		1983	1982
A.M.C.	12597	5698	221.08	1.60	.91
(Alliance)	9271	-	-	1.18	-
(Concord)	1107	2061	53.71	.14	.33
(Eagle)	1919	2415	79.46	.24	.38
CHRYSLER	20765	14542	142.79	2.63	2.32
(Le Baron)	6754	7717	87.52	.85	1.23
DODGE	32112	24388	131.67	4.07	3.89
(Diplomat)	2190	2423	90.38	.28	.39
(Colt)	3620	3373	107.32	.46	.54
(Challenger)	1685	1382	121.92	.21	.22
(Omni)	9308	5781	161.01	1.18	.92
(Aries)	9962	8448	117.92	1.27	1.35
(Dodge 400)	2622	2407	108.93	.33	.38
(Dodge 600)	2321	-	-	.29	-
PLYMOUTH	27595	24950	110.60	3.50	3.98
(Champ/Colt)	3211	3176	101.04	.41	.51
(Sapporo)	1487	1042	142.71	.19	.17
(Horizon)	8721	6532	133.51	1.11	1.04
(Reliant)	13357	12390	107.80	1.69	1.98
(Gran Fury)	819	1808	45.30	.10	.29
CHRYSLER CORP.	80472	63880	125.97	10.20	10.20
FORD	93756	77355	121.20	11.88	12.35
(Escort)	31759	35119	90.43	4.02	5.61
(Fairmont)	2045	9163	22.32	.26	1.46
(Tempo)	12906	-	-	1.64	-
(Granada)	-	9722	-	-	1.55
(LTD)	24377	10378	234.89	3.09	1.66
(Mustang)	10170	9415	108.02	1.29	1.50
(T'Bird)	12499	3558	351.29	1.58	.57
LINCOLN	7520	5634	133.48	.95	.90
(Mark VI)	2627	1891	138.92	.33	.30
MERCURY	35923	26426	135.94	4.56	4.22
(Zephyr)	420	3328	12.63	.05	.53
(Topaz)	4232	-	-	.54	-
(Cougar)	8028	5544	144.81	1.02	.88
(Capri)	1896	2200	86.18	.24	.35
(Lynx)	8234	9320	88.35	1.05	1.48
LINC/MERC. DIV.	43443	32060	135.51	5.51	5.12
FORD MOTOR CO.	137199	109415	125.39	17.39	17.47
BUICK	7331	5396	135.85	9.29	8.62
(Skyhawk)	6501	3550	183.13	.82	.57
(Skylark)	10383	9183	113.07	1.32	1.47
(Century)	12464	6811	183.00	1.58	1.08
(Regal)	19231	17026	107.88	2.44	2.04
(Riviera)	3870	3148	123.01	.49	.50
CADILLAC	23780	16921	140.54	3.01	2.70
(Cimarron)	1668	603	276.78	.21	.10
(Eldorado)	5412	3967	136.43	.68	.63
(Seville)	2449	1003	226.13	.31	.17
CHEVROLET	120127	89118	134.80	15.22	14.23
(Chevette)	14583	13919	104.77	1.85	2.22
(Celebrity)	14935	6571	221.20	1.84	1.05
(Cavalier)	25041	8167	408.05	3.18	.98
(Camaro)	18493	15995	103.11	2.08	2.56
(Citation)	7644	10825	70.65	.97	1.73
(Malibu)	8876	8118	108.34	1.29	1.46
(Corvette)	2451	1768	138.63	.31	.28
(Monte Carlo)	8081	7408	109.08	1.02	1.18
OLDSMOBILE	85948	59648	144.09	10.89	9.52
(Omega)	5395	4361	123.71	.68	.70
(Firenza)	4450	1828	243.70	.56	.29
(Cutlass Ciera)	13187	7074	228.82	2.05	1.13
(Cutlass)	27529	22578	121.93	3.49	3.60
(Toronado)	3057	2294	133.26	.39	.37
PONTIAC	47273	33448	141.33	5.99	5.34
(1000)	2818	2515	111.81	.36	.40
(2000)	8481	3355	252.78	1.07	.54
(6000)	7760	3427	226.44	.98	.55
(Phoenix)	2097	2660	78.83	.27	.42
(Bonneville)	7494	6202	119.29	.95	1.00
(Firebird)	7748	9586	80.24	.98	1.37
GEN. MTRS. CORP.	350437	253998	138.46	44.40	40.41
Misc. Domestic	50	202	24.75	.01	.03
Other Import	208261	194027	107.34	26.40	30.86
U. S. TOTAL	789918	629321	125.98		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '83	% IND		YEAR END
	1983	1982	VS '82	1983	1982	1982
A.M.C.	111335	51774	215.04	2.21	1.18	108706
(Alliance)	77295	-	-	1.54	-	24637
(Concord)	12181	18400	66.20	.24	.42	31565
(Eagle)	17691	21325	82.96	.35	.49	35707
CHRYSLER	143446	91681	156.46	2.84	2.08	171878
(Le Baron)	47337	50065	94.55	.94	1.14	85984
DODGE	210907	170591	123.63	4.18	3.87	302411
(Diplomat)	15321	14880	104.37	.30	.33	23188
(Colt)	20209	19207	105.22	.40	.44	36577
(Challenger)	9674	8183	118.22	.19	.18	13651
(Omni)	51858	45415	114.19	1.03	1.03	78172
(Aries)	74420	64372	115.61	1.48	1.45	111646
(Dodge 400)	19725	14488	136.15	.39	.33	27466
(Dodge 600)	16449	-	-	.33	-	4559
PLYMOUTH	187637	171111	109.66	3.72	3.89	291189
(Champ/Colt)	17782	17893	99.38	.35	.41	35428
(Sapporo)	8049	6225	129.30	.16	.14	12241
(Horizon)	50657	49272	102.81	1.00	1.12	82893
(Reliant)	100995	86984	116.11	2.01	1.98	145218
(Gran Fury)	10154	10737	94.57	.20	.24	15410
CHRYSLER CORP.	541990	433383	125.06	10.74	9.84	765478
FORD	576394	520441	110.75	11.42	11.81	889470
(Escort)	219012	222787	98.31	4.34	5.06	367206
(Fairmont)	43131	74434	57.95	.85	1.69	131496
(Tempo)	22426	-	-	.44	-	9
(Granada)	-	66541	-	-	1.51	95551
(LTD)	167475	65211	256.82	3.32	1.48	137789
(Mustang)	68917	66656	103.39	1.37	1.51	115095
(T'Bird)	55433	24812	223.41	1.10	.56	42244
LINCOLN	53056	45183	117.42	1.05	1.03	87820
(Mark VI)	16310	13957	116.86	.32	.32	25923
MERCURY	216948	184599	117.52	4.30	4.19	316293
(Zephyr)	12621	24412	51.70	.25	.55	41071
(Topaz)	6820	-	-	.14	-	-
(Cougar)	34193	38553	88.69	.68	.88	57340
(Capri)	13644	16821	81.11	.27	.38	30162
(Lynx)	52438	65016	80.65	1.03	1.48	106789
LINC/MERC. DIV.	270004	229782	117.50	5.35	5.22	404113
FORD MOTOR CO.	846398	750223	112.82	16.77	17.03	1293583
BUICK	461888	395178	116.88	9.15	8.97	713671
(Skyhawk)	44079	19309	228.28	.87	.44	44986
(Skylark)	63103	87603	72.03	1.25	1.99	143012
(Century)	72037	46201	155.92	1.43	1.05	98548
(Regal)	131972	128466	102.73	2.62	2.91	221483
(Riviera)	25840	24370	106.03	.51	.55	43099
CADILLAC	160991	130136	123.71	3.19	2.95	240197
(Cimarron)	11704	7247	161.50	.23	.16	13195
(Eldorado)	36202	30797	117.55	.72	.70	55761
(Seville)	16440	12167	135.12	.33	.28	23030
CHEVROLET	741897	707150	104.91	14.69	16.06	1222624
(Chevette)	104348	131520	79.34	2.07	3.00	229164
(Celebrity)	82304	45393	181.31	1.63	1.03	96799
(Cavalier)	131925	65801	200.49	2.60	1.49	148110
(Camaro)	100258	99710	100.55	1.99	2.26	173686
(Citation)	62909	114777	54.81	1.25	2.61	104396
(Malibu)	62592	66140	94.64	1.24	1.50	107764
(Corvette)	13858	13077	105.97	.27	.30	21482
(Monte Carlo)	53960	51798	93.38	1.07	1.31	99819
OLDSMOBILE	543549	437914	124.76	10.82	9.94	775702
(Omega)	33089	43421	76.21	.66	.99	71711
(Firenza)	26791	11898	225.17	.53	.27	28810
(Cutlass Ciera)	91140	54332	167.75	1.81	1.23	109942
(Cutlass)	181519	164684	110.22	3.58	3.73	278028
(Toronado)	20566	18402	111.77	.41	.42	32367
PONTIAC	283845	265541	106.89	5.62	6.03	481148
(1000)	20033	29224	68.55	.40	.66	49286
(2000)	50176	30150	166.42	.99	.68	55702
(6000)	44533	23391	190.39	.88	.53	52687
(Phoenix)	16818	30219	55.65	.33	.69	40130
(Bonneville)	44597	43279	103.05	.88	.98	72933
(Firebird)	52222	55486	94.12	1.04	1.27	90114
GEN. MTRS. CORP.	2194970	1935918	113.38	43.47	43.95	3413343
Misc. Domestic	443	1607	27.57	.01	.04	2499
Other Import	1352737	1231524	109.84	26.80	27.96	2170733
U. S. TOTAL	5047873	4404430	114.61	XXXXXX	XXXXXX	7754342

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE		% '83	% IND	
	1983		1983	1982	vs '82	1983	1982
Dodge	20820	8.04	144585	131009	110.36	8.90	9.35
Plymouth	762	.29	5530	6458	85.63	.34	.46
-	-	-	-	-	-	-	-
Ford	84658	32.70	518521	425003	122.00	31.92	30.33
Chevrolet	79515	30.70	497094	448620	110.81	30.61	32.03
G.M.C.	21870	8.45	139752	125387	111.46	8.61	8.95
I.H.	4422	1.71	26314	25368	103.73	1.62	1.81
Jeep Truck	5208	2.01	38438	34379	111.81	2.37	2.45
Mack	1245	.48	8382	9352	89.63	.52	.67
Kenworth	592	.23	3662	4340	84.38	.23	.31
Peterbilt	528	.20	3723	3377	110.25	.23	.24
Daimler-Benz Corp.	1145	.44	7379	5883	125.43	.45	.42
Volvo White	365	.14	2745	2269	120.98	.17	.16
Misc.	37837	14.61	227803	179624	126.87	14.03	12.82
U. S. Total	258967		1624008	1401069	115.91	-	

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	85997	58588	-	-	-	-	-	-
(Dodge 1)	53749	42172	-	-	-	-	-	-
Plymouth *	2956	2574	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
Ford	188865	329180	-	-	-	5673	10507	4298
(Ford 2)	144833	119725	-	-	-	-	-	-
Chevrolet	269589	212424	8232	-	149	2701	3725	274
(Chev 3)	183480	88245	-	-	-	-	-	-
G.M.C.	80884	66840	226	-	159	3016	5114	3511
(G.M.C. 4)	37327	27580	-	-	-	-	-	-
I.H.	-	-	-	-	-	9409	6332	10493
Jeep Truck	23014	15424	-	-	-	-	-	-
(Jeep 5)	23014	12910	-	-	-	-	-	-
Mack	-	-	-	-	-	1472	572	6638
Kenworth	-	-	-	-	-	-	-	3662
Peterbilt	-	-	-	-	-	-	-	3723
Daimler-Benz Corp.	-	-	-	-	-	998	517	5864
Volvo White	-	-	-	-	-	-	481	2264
Misc.	222653	4402	-	181	5	-	142	500
Total	853958	669432	8460	181	313	23049	27390	41229
1982 Total	719249	569032	12004	5	933	21864	34721	43261
1983 vs '82	118.73	117.64	70.48	-	33.55	105.42	78.89	95.29

(Name Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Rampager, Ram 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10 and Vans

* Plymouth Includes Trail Duster, Voyager, Scamp and Arrow

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are not available

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt Hatchback	20209	.40	19207	.44
Dodge Challenger	9674	.19	8103	.19
Plymouth Champ/Colt	17782	.35	17893	.41
Plymouth Sapporo	8049	.16	6225	.14
AMC Alliance	77295	1.53	-	-
Total Domestic Sponsored Imports	133009	2.63	51508	1.17
OTHER IMPORTS				
Isuzu	10307	.20	7878	.18
Nissan	304343	6.03	257314	5.84
Honda	222054	4.40	212684	4.83
Mazda	99153	1.98	86824	1.97
Mercedes-Benz	40888	.81	37089	.84
Renault	19732	.39	20790	.47
Subaru	83198	1.65	77770	1.77
Toyota	316900	6.28	305201	6.93
Volkswagen	79791	1.58	85181	1.93
Volvo	54542	1.08	44704	1.01
Others	121029	2.41	96125	2.18
Total Other Imports	1352737	26.80	1231524	27.96
GRAND TOTAL ALL IMPORT CARS	1485746	29.43	1283032	29.13

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED-IMPORTS				
Chevrolet L.U.V.	2080	.13	14219	1.01
Dodge RAM 50	15357	.95	18335	1.31
Ford Courier	8771	.54	18941	1.35
Plymouth Arrow	764	.05	3417	.24
Total Domestic Sponsored Imports	26972	1.66	54911	3.92
OTHER IMPORTS				
Isuzu	11877	.73	9320	.67
Nissan	68453	4.22	52015	3.71
Mazda	36472	2.25	19848	1.42
Subaru	3342	.21	2917	.21
Toyota	89995	5.54	77118	5.50
Volkswagen	11678	.72	16250	1.16
Others	5240	.32	1167	.08
Total Other Import Trucks	227055	13.98	178635	12.75
GRAND TOTAL ALL IMPORT TRUCKS	254027	15.64	233546	16.67

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	105180	6.48	102863	7.33
DODGE RAMPAGE	8760	.42	9841	.70
FORD RANGER	104187	6.41	47425	3.38
GMC S15	24098	1.48	21398	1.53

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1973	11350995	3029074
*1974	8701894	2656918
*1975	8261848	2397417
*1976	9751483	3058099
*1977	10826234	3589328
*1978	10946104	3963340
*1979	10334495	3672289
*1980	8760937	2476777
*1981	8443919	2125489
*1982	7734342	2438471

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. A.1-83

JULY 1983 ISSUED 09/83

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AUGUST
1983

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '83 VS '82	% 1-8D	
	1983	1982		1983	1982
A.M.C.	10846	4444	244.06	1.40	.71
(Alliance)	8068	-	-	1.04	-
(Concord)	527	1596	33.02	.07	.25
(Eagle)	1965	1943	102.16	.26	.32
CHRYSLER	21189	14146	149.79	2.74	2.25
(Le Baron)	6371	7346	86.73	.82	1.17
DODGE	29783	24575	121.19	3.85	3.92
(Diplomat)	2136	2100	101.71	.28	.33
(Colt)	4046	4829	83.79	.52	.77
(Challenger)	1448	1400	103.43	.19	.22
(Omni)	8768	5844	150.03	1.12	.93
(Aries)	8008	7508	106.69	1.04	1.21
(Dodge 400)	2312	2364	97.80	.30	.38
(Dodge 600)	2700	-	-	.35	-
PLYMOUTH	24142	23905	100.99	3.12	3.81
(Champ/Colt)	3736	4930	75.78	.48	.79
(Sapporo)	1234	1233	100.08	.16	.20
(Horizon)	7962	6220	128.01	1.03	.99
(Reliant)	10552	10224	103.21	1.36	1.62
(Gran Fury)	658	1298	50.69	.09	.21
CHRYSLER CORP.	75114	62626	119.94	9.71	9.96
FORD	84572	71548	118.20	10.94	11.40
(Escort)	24265	29573	82.05	3.13	4.71
(Fairmont)	1439	8671	16.60	.19	1.38
(Tempo)	16922	-	-	2.19	-
(Granada)	-	8711	-	-	1.39
(LTD)	19224	12255	156.87	2.49	1.95
(Mustang)	8743	8774	99.65	1.13	1.40
(T'Bird)	13979	3564	392.23	1.81	.57
LINCOLN	6932	5724	121.10	.90	.91
(Mark VI)	2450	1768	138.57	.32	.28
MERCURY	35312	23805	147.84	4.56	3.81
(Zephyr)	270	2034	13.27	.03	.32
(Topaz)	5473	-	-	.71	-
(Cougar)	9332	5115	182.44	1.20	.82
(Capri)	1735	2119	81.88	.22	.34
(Lynx)	7235	8336	86.79	.94	1.33
LINC/MERC. DIV.	42244	29609	142.67	5.46	4.72
FORD MOTOR CO.	126816	101157	125.37	16.40	16.12
BUICK	68854	54770	125.71	8.90	8.73
(Skyhawk)	6011	4294	139.99	.78	.68
(Skylark)	7827	10737	72.90	1.01	1.71
(Century)	13779	7503	183.65	1.78	1.20
(Regal)	17716	16545	107.08	2.29	2.64
(Riviera)	3747	2575	145.51	.48	.41
CADILLAC	23746	16566	143.34	3.07	2.64
(Cimarron)	1492	828	180.63	.19	.13
(Eldorado)	5770	3777	152.77	.75	.61
(Seville)	2475	1148	215.59	.32	.18
CHEVROLET	115306	94765	121.68	14.93	15.12
(Chevette)	14055	19905	70.61	1.82	3.18
(Celebrity)	16221	6584	246.37	2.10	1.05
(Cavalier)	23909	7216	331.33	3.09	1.15
(Camaro)	15130	16160	93.63	1.96	2.58
(Citation)	5400	12753	42.34	.70	2.03
(Malibu)	9475	8129	116.56	1.23	1.30
(Corvette)	2624	1754	149.60	.34	.28
(Monte Carlo)	7946	6870	115.68	1.03	1.10
OLDSMOBILE	77894	55481	140.40	10.07	8.84
(Omega)	3906	5158	75.71	.51	.82
(Firenza)	3339	2322	143.80	.43	.37
(Cutlass Ciera)	16023	6573	255.94	2.16	1.05
(Cutlass)	24444	19881	122.89	3.15	3.17
(Toronado)	2834	2064	137.31	.37	.33
PONTIAC	47200	35449	133.15	8.10	5.65
(1000)	3018	3547	85.03	.39	.57
(2000)	7524	4058	185.41	.97	.65
(6000)	8621	3842	224.39	1.12	.61
(Phoenix)	1712	3108	55.08	.22	.50
(Bonneville)	7745	5867	131.12	1.00	.94
(Firebird)	7413	8470	87.52	.96	1.34
GEN. MTRS. CORP	333000	257031	129.55	43.07	40.98
Misc. Domestic	16	218	17.43	-	.03
Other Import	22754	20189	112.70	29.42	32.18
U. S. TOTAL	773362	627374	123.27		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '83 VS '82	% IND		YEAR END 1982
	1983	1982		1983	1982	
A.M.C.	122181	56218	217.33	2.10	1.12	108705
(Alliance)	85363	-	-	1.46	-	24637
(Concord)	12708	19996	63.55	.22	.40	31565
(Eagle)	19676	23268	84.56	.34	.46	35707
CHRYSLER	164635	105827	155.57	2.83	2.10	171878
(Le Baron)	53708	57411	93.55	.92	1.14	85984
DODGE	240690	195166	123.33	4.13	3.88	302411
(Diplomat)	17457	16780	104.03	.30	.33	23168
(Colt)	24255	24036	100.91	.42	.48	36577
(Challenger)	11122	9583	116.06	.19	.19	13651
(Omni)	60626	51259	118.27	1.04	1.02	78172
(Aries)	82428	71878	114.68	1.41	1.44	111646
(Dodge 400)	22037	16852	130.77	.38	.33	27466
(Dodge 600)	1919	-	-	.33	-	4559
PLYMOUTH	211779	195016	108.60	3.64	3.88	291189
(Champ/Colt)	21518	22823	94.28	.37	.45	35429
(Sapporo)	9283	7458	124.47	.16	.15	12241
(Horizon)	58619	55492	105.64	1.01	1.10	82893
(Reliant)	111547	97208	114.75	1.91	1.94	145216
(Gran Fury)	10812	12035	89.84	.19	.24	15410
CHRYSLER CORP.	617104	496009	124.41	10.60	9.86	765478
FORD	660966	591989	111.65	11.36	11.76	889470
(Escort)	243277	252380	96.40	4.18	5.01	367286
(Fairmont)	44570	83105	53.63	.77	1.65	131496
(Tempo)	3938	-	-	.68	-	9
(Granada)	-	75252	-	-	1.50	95551
(LTD)	186699	77466	241.01	3.21	1.54	137789
(Mustang)	77660	75430	102.96	1.33	1.50	115095
(T'Bird)	69412	28376	244.62	1.19	.56	42244
LINCOLN	59908	50907	117.84	1.03	1.01	87820
(Mark VI)	18760	15725	119.30	.32	.31	25929
MERCURY	252260	208484	121.00	4.33	4.15	316293
(Zephyr)	12891	26446	48.74	.22	.53	41071
(Topaz)	12293	-	-	.21	-	-
(Cougar)	43525	43668	99.67	.75	.87	57340
(Capri)	15379	18940	81.20	.26	.38	30162
(Lynx)	59673	73352	81.35	1.03	1.45	106789
LINC/MERC. DIV.	312248	259391	120.38	5.36	5.16	404113
FORD MOTOR CO.	973214	851380	114.31	16.72	16.92	1293583
BUICK	530742	449948	117.96	9.12	8.94	713671
(Skyhawk)	50090	23803	212.22	.86	.47	44986
(Skylark)	70930	98340	72.13	1.22	1.95	143012
(Century)	85816	53704	159.79	1.47	1.07	96548
(Regal)	149688	145011	103.23	2.58	2.88	221483
(Riviera)	29587	26945	109.81	.51	.54	43099
CADILLAC	184737	146702	125.93	3.17	2.92	240197
(Cimarron)	13196	8073	163.46	.23	.16	13195
(Eldorado)	41972	34574	121.40	.72	.70	55761
(Seville)	18915	13315	142.06	.32	.26	23030
CHEVROLET	857203	801915	106.89	14.72	15.92	1222524
(Chevette)	118401	151425	78.19	2.03	3.00	229164
(Celebrity)	98525	51977	189.55	1.69	1.03	98799
(Cavalier)	155834	73017	213.42	2.68	1.45	118110
(Camaro)	115388	115870	99.58	1.98	2.30	173686
(Citation)	88309	127530	53.56	1.51	2.53	184396
(Malibu)	72067	74269	97.04	1.24	1.48	107764
(Corvette)	16482	14831	111.13	.28	.29	21462
(Monte Carlo)	61906	64889	95.73	1.06	1.29	95619
OLDSMOBILE	624243	493395	126.52	10.72	9.81	775702
(Omega)	36995	40580	76.15	.64	.97	71711
(Firenza)	30130	14220	211.88	.52	.28	28810
(Cutlass Ciera)	107963	60905	177.26	1.85	1.21	109942
(Cutlass)	205963	184575	111.59	3.53	3.67	276028
(Toronado)	23404	20468	114.35	.40	.41	32367
PONTIAC	331045	308990	109.99	5.69	5.98	461149
(1000)	23045	32771	70.33	.40	.65	49208
(2000)	57700	34208	168.67	.99	.68	55702
(6000)	53154	27233	195.18	.91	.54	52607
(Phoenix)	18530	33327	55.60	.32	.66	40130
(Bonneville)	52342	49108	106.62	.90	.98	72933
(Firebird)	50838	63956	93.21	1.03	1.27	98114
GEN. MTRS. CORP	2527872	2182950	115.80	43.42	43.57	3411343
Misc. Domestic	481	1825	26.36	.01	.04	2499
Other Import	1560069	1433486	110.25	27.19	28.48	2170733
U. S. TOTAL	5821234	5031804	115.68			7754342

UNITED STATES SUMMARY

(Mexo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	% IND	YEAR TO DATE		% '83	% IND	
	1983		1983	1982	VS '82	1983	1982
Dodge	20035	7.89	184620	149705	109.96	8.77	9.39
Plymouth	701	.28	6231	7165	86.95	.33	.45
-	-	-	-	-	-	-	-
Ford	75488	29.73	594009	484579	122.58	31.62	30.41
Chevrolet	75916	29.88	573010	502998	113.92	30.51	31.57
G.M.C.	21127	8.32	160879	142192	113.14	8.57	8.92
I.H.	5017	1.98	33331	29483	106.27	1.87	1.85
Jeep Truck	4975	1.96	43413	38811	111.86	2.31	2.44
Mack	1182	.47	9564	10421	91.78	.51	.65
Kenworth	460	.18	4122	4870	84.64	.22	.31
Peterbilt	548	.22	4271	3736	114.32	.23	.23
Daimler-Benz Corp.	818	.32	8197	6737	121.67	.44	.42
Volvo White	379	.15	3124	2757	113.31	.17	.17
Misc.	47293	18.62	275176	210281	130.86	14.65	13.19
U. S. Total	253939		1877947	1593735	117.83		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVWS 33 & OVER
Dodge	98206	66414	-	-	-	-	-	-
(Dodge 1)	62149	48408	-	-	-	-	-	-
Plymouth *	3279	2952	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
Ford	217639	352706	-	-	-	8762	11994	4908
(Ford 2)	166943	135904	-	-	-	-	-	-
Chevrolet	310981	242777	10895	-	175	3555	4422	305
(Chev. 3)	210321	101487	-	-	-	-	-	-
G.M.C.	69959	76539	338	-	179	3732	5868	4264
(G.M.C. 4)	42700	31798	-	-	-	-	-	-
I.H.	-	-	-	-	-	12174	7279	11878
Jeep Truck	26175	17238	-	-	-	-	-	-
(Jeep 5)	26175	14528	-	-	-	-	-	-
Mack	-	-	-	-	-	1393	657	7514
Kenworth	-	-	-	-	-	-	-	4122
Peterbilt	-	-	-	-	-	-	-	4271
Daimler-Benz Corp.	-	-	-	-	-	1153	616	6428
Volvo White	-	-	-	-	-	-	596	2528
Misc.	268986	5258	2	214	6	-	165	565
Total	995105	783884	11235	214	360	28769	31597	46783
1982 Total	822768	641056	13331	7	1096	27367	39243	49869
1983 vs '82	120.95	119.10	84.28	-	32.85	105.12	80.52	93.74

(Mexo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10 and Vans

* Plymouth Includes Trail Duster, Voyager, Scamp and Arrow

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are not available

REGISTRATIONS FOR THE STATE OF NEW MEXICO ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt Hatchback	24255	.42	24036	.48
Dodge Challenger	11122	.19	9583	.19
Plymouth Champ/Colt	21518	.37	22823	.45
Plymouth Sapporo	9283	.16	7458	.15
AMC Alliance	85363	1.47	-	-
Total Domestic Sponsored Imports	151541	2.60	63900	1.27
OTHER IMPORTS				
Isuzu	12648	.22	9264	.18
Nissan	354184	6.08	301053	5.98
Honda	258355	4.44	246780	4.90
Mazda	114309	1.96	102005	2.03
Mercedes-Benz	47666	.82	42401	.84
Renault	23410	.40	24220	.48
Subaru	97728	1.68	90235	1.79
Toyota	372278	6.40	355472	7.06
Volkswagen	92665	1.59	98771	1.96
Volvo	62961	1.08	51877	1.03
Others	144083	2.48	111344	2.21
Total Other Imports	1580205	27.15	1433422	28.49
GRAND TOTAL ALL IMPORT CARS	1731826	29.75	1497322	29.76

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	2485	.13	15616	.98
Dodge RAM 50	18797	1.00	20487	1.29
Ford Courier	9864	.47	21369	1.34
Plymouth Arrow	797	.04	3808	.24
Total Domestic Sponsored Imports	30943	1.65	61280	3.85
OTHER IMPORTS				
Isuzu	14111	.75	10797	.68
Nissan	84178	4.48	60306	3.78
Mazda	43269	2.30	23760	1.49
Subaru	3861	.21	3557	.22
Toyota	109037	5.81	91111	5.72
Volkswagen	13823	.73	18377	1.15
Others	6145	.33	1261	.08
Total Other Import Trucks	274224	14.60	209169	13.12
GRAND TOTAL ALL IMPORT TRUCKS	305167	16.25	270449	16.97

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	119982	6.39	114354	7.18
DODGE RAMPAGE	7514	.40	11160	.70
FORD RANGER	118749	6.32	57015	3.58
GMC S15	27341	1.46	24292	1.52

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1973	11350095	3029074
*1974	8701094	2656918
*1975	8261840	2397617
*1976	9751485	3113889
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472289
*1980	8760937	2676777
*1981	8443919	2185489
*1982	7756342	2430471

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

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